

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 11, 1986

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.0	24,910
2	FAMILY TIES	28.1	24,140
3	CHEERS	23.3	20,010
4	NORTH & SOUTH BK II-PT. 4(S)	23.2	19,930
5	NORTH & SOUTH BK II-PT. 6(S)	22.6	19,410
6	NORTH & SOUTH BK II-PT. 3(S)	21.6	18,550
7	NIGHT COURT	21.1	18,120
8	GOLDEN GIRLS	20.9	17,950
9	NORTH & SOUTH BK II-PT. 5(S)	20.8	17,870
10	NORTH & SOUTH BK II-PT. 2(S)	20.1	17,270
11	NORTH & SOUTH BK II-PT. 1(S)	19.8	17,010
12	GROWING PAINS#	19.6	16,840
12	60 MINUTES	19.6	16,840
14	DYNASTY#	19.5	16,750
15	DALLAS	19.2	16,490
16	MIAMI VICE	19.1	16,410
16	MOONLIGHTING#	19.1	16,410
18	WHO'S THE BOSS?	19.0	16,320
19	HOTEL#	18.9	16,240
19	MURDER, SHE WROTE	18.9	16,240
21	PERFECT STRANGERS#	18.5	15,890

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.6	50,830
2	FAMILY TIES	22.0	49,280
3	NORTH & SOUTH BK II-PT. 6(S)	16.7	37,540
4	CHEERS	16.3	36,610
5	NORTH & SOUTH BK II-PT. 1(S)	15.2	34,020
6	NORTH & SOUTH BK II-PT. 4(S)	15.1	33,980
7	NIGHT COURT	14.6	32,830
8	NORTH & SOUTH BK II-PT. 3(S)	14.4	32,240
9	GOLDEN GIRLS	14.1	31,600
10	NORTH & SOUTH BK II-PT. 2(S)	13.8	30,920
11	MOONLIGHTING#	13.6	30,620
12	GROWING PAINS#	13.5	30,320
12	NORTH & SOUTH BK II-PT. 5(S)	13.5	30,320
14	MIAMI VICE	13.1	29,410
15	WHO'S THE BOSS?	13.1	29,310
16	PERFECT STRANGERS#	12.6	28,240
17	60 MINUTES	12.2	27,440
18	HIGHWAY TO HEAVEN	12.2	27,390
19	227	11.6	26,140
20	DALLAS	11.5	25,820
21	KATE & ALLIE	11.5	25,740

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	25.0	22,420
2	FAMILY TIES	24.0	21,520
3	NORTH & SOUTH BK II-PT. 6(S)	20.5	18,390
4	CHEERS	19.4	17,340
5	NORTH & SOUTH BK II-PT. 4(S)	19.3	17,270
6	NORTH & SOUTH BK II-PT. 3(S)	18.8	16,800
7	NORTH & SOUTH BK II-PT. 1(S)	18.1	16,190
8	GOLDEN GIRLS	17.7	15,980
9	NIGHT COURT	17.7	15,870
10	NORTH & SOUTH BK II-PT. 2(S)	17.4	15,560
11	DALLAS	17.3	15,480
12	NORTH & SOUTH BK II-PT. 5(S)	17.3	15,450
13	MOONLIGHTING#	16.6	14,860
14	GROWING PAINS#	16.1	14,440
15	DYNASTY#	16.0	14,360
16	60 MINUTES	15.8	14,130
17	MURDER, SHE WROTE	15.7	14,070
18	HOTEL#	15.5	13,910
19	WHO'S THE BOSS?	15.3	13,670
20	KNOTS LANDING	15.1	13,560
21	HIGHWAY TO HEAVEN	15.0	13,410

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NORTH & SOUTH BK II-PT. 6(S)	18.4	14,890
2	BILL COSBY SHOW	18.3	14,770
3	FAMILY TIES	17.8	14,360
4	NORTH & SOUTH BK II-PT. 4(S)	16.7	13,460
5	NORTH & SOUTH BK II-PT. 1(S)	15.7	12,720
6	CHEERS	15.2	12,290
7	60 MINUTES	15.1	12,220
8	NORTH & SOUTH BK II-PT. 5(S)	14.7	11,890
9	NORTH & SOUTH BK II-PT. 2(S)	14.5	11,690
10	NIGHT COURT	14.4	11,610
11	NORTH & SOUTH BK II-PT. 3(S)	14.3	11,530
12	MIAMI VICE	13.6	10,980
13	NBC SUNDAY NIGHT MOVIE	12.6	10,160
14	MURDER, SHE WROTE	11.5	9,300
15	NEWHART	10.7	8,680
16	HILL STREET BLUES#	10.4	8,410
17	MOONLIGHTING#	10.3	8,340
18	ALFRED HITCHCOCK PRESENTS	10.3	8,320
19	KATE & ALLIE	10.3	8,290
20	GOLDEN GIRLS	10.1	8,190
21	KENTUCKY DERBY(S)	10.0	8,080
22	NBC MONDAY NIGHT MOVIES	9.9	7,990
22	WHO'S THE BOSS?	9.9	7,990

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 11, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	25.5	14,400
2	BILL COSBY SHOW	24.9	14,060
3	CHEERS	22.0	12,420
4	MOONLIGHTING#	20.4	11,530
5	NIGHT COURT	20.1	11,350
6	NORTH & SOUTH BK II-PT. 6(S)	19.0	10,730
7	NORTH & SOUTH BK II-PT. 4(S)	18.9	10,670
8	NORTH & SOUTH BK II-PT. 3(S)	18.2	10,300
9	NORTH & SOUTH BK II-PT. 1(S)	17.8	10,080
10	MIAMI VICE	17.8	10,030
11	PERFECT STRANGERS#	17.4	9,820
12	NORTH & SOUTH BK II-PT. 5(S)	16.9	9,550
13	GROWING PAINS#	16.9	9,540
14	WHO'S THE BOSS?	16.7	9,460
15	NORTH & SOUTH BK II-PT. 2(S)	15.6	8,840
16	NBC SUNDAY NIGHT MOVIE	14.8	8,360
17	KNOTS LANDING	14.4	8,160
18	GOLDEN GIRLS	14.4	8,130
19	DYNASTY#	14.3	8,080
20	NBC MONDAY NIGHT MOVIES	14.3	8,070
21	KATE & ALLIE	13.9	7,870

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	25.6	7,030
2	DALLAS	25.5	6,990
2	MURDER, SHE WROTE	25.5	6,990
4	GOLDEN GIRLS	24.8	6,800
5	FALCON CREST	24.0	6,600
6	60 MINUTES	24.0	6,580
7	NORTH & SOUTH BK II-PT. 6(S)	23.5	6,450
8	HIGHWAY TO HEAVEN	21.9	6,000
9	HOTEL#	21.5	5,910
10	FAMILY TIES	21.0	5,770
11	NORTH & SOUTH BK II-PT. 4(S)	20.3	5,580
12	DYNASTY#	19.6	5,370
13	NORTH & SOUTH BK II-PT. 3(S)	19.2	5,260
14	NORTH & SOUTH BK II-PT. 2(S)	18.4	5,040
14	227	18.4	5,040
16	NORTH & SOUTH BK II-PT. 1(S)	18.1	4,960
17	NORTH & SOUTH BK II-PT. 5(S)	17.6	4,840
18	DYNASTY II: COLBYS#	17.6	4,830
19	20/20#	17.5	4,800
20	CBS SUNDAY NIGHT MOVIE	16.9	4,640
21	KNOTS LANDING	16.2	4,450

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	18.4	10,080
2	BILL COSBY SHOW	18.1	9,920
3	NORTH & SOUTH BK II-PT. 6(S)	16.6	9,090
4	CHEERS	16.1	8,810
5	NORTH & SOUTH BK II-PT. 4(S)	15.8	8,660
6	MIAMI VICE	15.1	8,290
7	NIGHT COURT	14.9	8,180
8	NORTH & SOUTH BK II-PT. 1(S)	14.0	7,660
9	NBC SUNDAY NIGHT MOVIE	13.4	7,330
10	NORTH & SOUTH BK II-PT. 3(S)	13.2	7,220
11	NORTH & SOUTH BK II-PT. 5(S)	13.0	7,150
12	NORTH & SOUTH BK II-PT. 2(S)	12.4	6,810
13	ALFRED HITCHCOCK PRESENTS	12.0	6,570
14	MOONLIGHTING#	11.7	6,430
15	GROWING PAINS#	11.2	6,170
16	NEWHART	11.0	6,040
17	60 MINUTES	10.9	5,980
18	WHO'S THE BOSS?	10.5	5,780
19	PERFECT STRANGERS#	10.2	5,610
20	HILL STREET BLUES#	10.1	5,560
21	AMAZING STORIES	10.1	5,540

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.7	5,120
2	NORTH & SOUTH BK II-PT. 6(S)	23.7	4,920
3	MURDER, SHE WROTE	20.9	4,330
4	NORTH & SOUTH BK II-PT. 1(S)	20.4	4,230
5	NORTH & SOUTH BK II-PT. 4(S)	19.9	4,130
6	NORTH & SOUTH BK II-PT. 2(S)	18.8	3,900
7	KENTUCKY DERBY(S)	18.5	3,850
8	BILL COSBY SHOW	18.3	3,790
9	NORTH & SOUTH BK II-PT. 3(S)	17.9	3,710
10	NORTH & SOUTH BK II-PT. 5(S)	17.8	3,690
11	GOLDEN GIRLS	16.4	3,400
12	DALLAS	16.0	3,320
13	FAMILY TIES	15.2	3,150
14	CBS EVENING NEWS-RATHER	15.1	3,140
15	FALCON CREST	13.9	2,880
16	TEXAS 150: A CELEBRATION(S)	13.4	2,780
17	HIGHWAY TO HEAVEN	13.3	2,760
18	HOTEL#	13.0	2,700
19	CBS SUNDAY NIGHT MOVIE	12.8	2,660
20	NBC NIGHTLY NEWS	12.4	2,580
21	20/20#	12.4	2,570
22	KATE & ALLIE	12.2	2,540
23	227	12.1	2,520

(I) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

1ST MAY 1986 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													WOMEN					MEN																		
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
*EVENING																																				
A TEAM																																				
TUE. 8.00P 60 NBC A 28 207 203																																				
8.00 - 8.30																																				
8.30 - 9.00																																				
ABC BUSINESS BRIEF-MON																																				
1 MON. 8.58P 1 ABC N 14 186																																				
90																																				
ABC BUSINESS BRIEF-WED																																				
WED. 8.58P 1 ABC N 28 188 187																																				
90 88																																				
ABC BUSINESS BRIEF-FRI																																				
1 FRI. 8.41P 1 ABC N 29 187 193																																				
2 FRI. 8.57P 1 89 91																																				
ABC FRIDAY NIGHT MOVIE																																				
2 FRI. 8.30P 150 ABC FF 1 196																																				
98																																				
8.30 - 9.00																																				
9.00 - 9.30																																				
9.30 - 10.00																																				
10.00 - 10.30																																				
10.30 - 11.00																																				
ABC NEWSBRIEF-MON																																				
30 182 185																																				
1 MON. 9.58P 1 ABC N 89 90																																				
2 MON. 9.51P 1																																				
ABC NEWSBRIEF-TUE																																				
1 TUE. 9.57P 2 ABC N 30 181 183																																				
2 TUE. 10.12P 1 90 89																																				
ABC NEWSBRIEF-WED																																				
1 WED. 9.58P 1 ABC N 30 184 183																																				
2 WED. 9.54P 1 90 89																																				
ABC NEWSBRIEF-THU																																				
1 THU. 9.58P 1 ABC N 30 181 184																																				
2 THU. 9.53P 1 90 90																																				
ABC NEWSBRIEF-FRI																																				
1 FRI. 9.28P 1 ABC N 30 176 179																																				
2 FRI. 9.56P 1 89 90																																				
ABC NEWSBRIEF-SAT.																																				
1 SAT. 10.06P 1 ABC N 30 184 181																																				
2 SAT. 8.58P 1 92 92																																				
ABC NEWSBRIEF-SUN.																																				
1 SUN. 9.54P 1 ABC N 30 189 189																																				
2 SUN. 9.52P 1 93 93																																				
ABC SPORTS UPDATE-SAT																																				
1 SAT. 8.58P 1 ABC SN 28 186 191																																				
2 SAT. 8.27P 1 91 93																																				
ABC SPORTS UPDATE-SUN																																				
30 195 194																																				
CONT'D																																				

ESTIMATES (Alphabetic)										1ST MAY 1986 REPORT																					
PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
ABC SPORTS UPDATE--CONT'D																															
1	SUN.	8.57P	2	ABC	SN	93	93	B	13.5	20	1160	2073	710	357	800	342	558	500	355	194	695	278	491	460	334	164	212	106	366	248	
2	SUN.	8.32P	1																												
ABC WORLD NEWS TONIGHT																															
M-F		6.30P	30	ABC	N	150	208	206	A	9.9	20	850	1415	661	228	712	156	324	346	330	329	582	171	314	289	255	242	54^	34^	67^	46^
						99	99	98	B	11.5	20	988	1499	691	232	748	169	331	344	339	355	598	150	303	297	288	262	74	47	79	50
ABC WRLD NEWS TONIGHT-SAT																															
SAT.		6.30P	30	ABC	N	20	191	192	A	6.9	17	593	1410	647	131^	664	117^	249	282	307	363	670	169^	338	295	298	305	36^	22^	40^	40^
						96	96	96	B	9.1	18	782	1497	643	206	718	135	296	323	333	371	601	125	265	270	296	295	92	65	86	43
ABC WRLD NEWS TONIGHT-SUN																															
SUN.		6.30P	30	ABC	N	28	160	158	A	5.4	13	464	1552	622	215^	667	67^	183^	273^	383	394	856	226^	375	381	323	436	29^	13^	LT	LT
						83	82	82	B	7.6	14	653	1490	655	206	730	146	278	285	316	399	638	154	301	312	293	291	45	26	77	43
AIRWOLF																															
SAT.		9.00P	60	CBS	A	2	205	202	A	9.0	17	773	1746	700	334	809	215	416	421	395	339	632	203	391	349	314	202	162^	49^	143^	104^
		9.00 - 9.30							B	9.0	17	773	1746	700	334	809	215	416	421	395	339	632	203	391	349	314	202	162	49	143	104
		9.30 - 10.00							A	8.4	16	722	1758	725	322	830	223	433	432	394	343	627	205	397	355	310	195	157^	46^	144^	108^
									A	9.5	17	816	1741	679	344	796	209	407	419	400	333	639	202	389	343	321	210	167	51^	139^	100^
ALFRED HITCHCOCK PRESENTS																															
SUN.		8.30P	30	NBC	SM	20	202	205	A	11.7	19	1005	2059	689	362	781	348	593	525	367	155	828	424	655	623	344	124^	222	99^	228	177
						99	99	99	B	14.5	21	1246	2184	765	370	850	419	658	563	359	147	743	360	585	522	328	125	249	127	342	251
AMAZING STORIES																															
SUN.		8.00P	30	NBC	GD	23	200	205	A	11.0	20	945	2133	687	320	794	404	617	507	305	156	765	377	586	580	322	130^	237	111^	337	266
						99	99	99	B	15.7	23	1349	2256	750	371	837	411	648	553	350	146	752	370	596	533	330	115	255	131	412	297
AMERICAN PORTRAIT																															
						76	200	198	A	9.7	16	833	1729	791	303	911	261	477	425	412	380	552	177	287	228	242	237	106	47^	160	117
1	TU&TH	8.58P	1	CBS	DO	96	95	B	13.9	21	1194	1706	737	296	822	240	433	413	384	331	556	164	312	297	283	206	115	59	213	134	
2	MTUTH	8.58P	1																												
BENSON																															
1	SAT.	8.30P	30	ABC	CS	14	196	A	6.8	13	584	1599	579	132^	600	90^	254^	280^	310^	320^	529	117^	297^	288^	308^	190^	112^	58^	358^	222^	
						96	96	B	9.1	16	782	1749	723	265	806	203	392	394	388	358	580	157	309	317	297	223	148	67	215	136	
BILL COSBY SHOW																															
THU.		8.00P	30	NBC	CS	31	216	215	A	29.0	49	2491	2041	806	401	902	331	565	506	385	284	592	249	398	351	247	151	215	127	332	228
						99	99	99	B	33.7	51	2895	2084	791	361	892	346	569	507	373	269	587	235	387	357	259	164	230	132	375	247
BLACKIE'S MAGIC																															
WED.		9.00P	60	NBC	SM	15	198	194	A	14.9	23	1280	1673	760	309	791	238	462	462	361	284	577	199	368	358	309	162	165	69^	140	70^
		9.00 - 9.30				99	98	98	B	15.4	23	1323	1669	729	293	796	267	464	434	366	275	613	197	372	365	329	194	134	62	126	93
		9.30 - 10.00							A	14.7	23	1263	1656	747	302	779	229	446	449	354	290	557	196	348	335	294	164	152	68^	168	91
									A	15.1	23	1297	1678	775	316	802	248	478	472	363	280	597	206	388	382	321	161	170	66^	109	46^
BRIDGES TO CROSS																															
THU.		9.00P	60	CBS	GD	2	206	206	A	10.6	16	911	1498	713	280	860	201	406	425	439	397	488	109^	224	244	295	217	62^	24^	88^	53^
		9.00 - 9.30				99	99	99	B	10.6	16	911	1498	713	280	860	201	406	425	439	397	488	109	224	244	295	217	62	24	88	53
		9.30 - 10.00							A	10.0	15	859	1529	713	280	866	199	401	417	439	407	502	115^	232	253	296	224	61^	20^	100^	61^
									A	11.1	17	953	1484	720	281	860	204	412	434	443	391	481	104^	220	236	297	215	65^	29^	78^	48^
CAGNEY & LACEY																															
MON.		10.00P	60	CBS	OP	24	204	207	A	14.0	22	1203	1450	791	314	844	258	448	408	397	321	454	114	246	278	258	169	79^	15^	73^	42^
		10.00 - 10.30				98	99	99	B	16.5	26	1417	1463	752	315	848	262	484	464	411	304	483	158	293	291	246	154	90	46	42	24
		10.30 - 11.00							A	14.1	22	1211	1447	791	305	842	259	459	423	404	306	457	119	259	297	264	160	73^	6^	75^	44^
									A	13.8	22	1185	1457	792	320	845	258	438	396	389	334	453	112^	237	263	252	177	87^	24^	72^	39^
CBS EVENING NEWS-RATHER																															
M-F		6.30P	30	CBS	N	154	207	206	A	11.9	24	1022	1551	718	235	799	138	315	330	405	425	572	108	223	242	284	307	89	28^	91	38^
						99	99	99	B	13.3	24	1142	1480	670	224	734	133	278	297	352	400	603	127	265	272	307	295	64	26	79	44
CBS EVENING NEWS-SUNDAY																															
2	SUN.	6.00P	30	CBS	N	20	183	183	A	5.0	14	430	1616	965	230^	965	267^	409^	312^	376^	498^	577^	123^	223^	234^	284^	327^	49^	49^	25^	25^
						89	89	89	B	8.6	16	739	1500	676	205	716	116	260	278	343	402	672	175	325	321	314	315	54	27	58	34
CBS EVENING NEWS-SUNDA(B)																															
1	SUN.	6.30P	30	CBS	N	89	32	32	A	2.9	6	249	1791	819^	313^	931^	193^	320^	287^	240^	605^	820^	346^	401^	349^	265^	345^	40^	40^	LT	LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													WOMEN					MEN																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																			
CBS SAT. NEWS-SCHIEFFER						23	182	181	A	7.2	18	618	1581	706	184	763	122	223	261	341	480	617	125	334	324	328	255	83	26	118	41				
SAT. 6.30P 30 CBS N						93	93	B	8.7	17	747	1486	643	202	688	103	228	260	324	407	642	139	287	300	305	317	78	33	78	35					
CBS SUNDAY NIGHT MOVIE						12	205	207	A	16.7	26	1435	1569	749	373	834	248	445	448	426	323	554	158	313	342	314	186	80	29	101	67				
SUN. 9.00P 120 CBS FF						99	99	B	19.9	30	1709	1608	815	315	898	248	468	466	437	361	548	164	295	304	281	206	87	50	75	49					
9.00 - 9.30								A	16.2	25	1392	1623	774	393	859	271	466	455	414	326	554	161	317	330	300	190	81	36	129	77					
9.30 - 10.00								A	16.5	25	1417	1640	808	395	885	272	492	479	443	326	572	161	325	349	319	190	98	37	85	54					
10.00 - 10.30								A	17.0	25	1460	1523	726	363	812	230	423	445	432	323	555	168	311	345	312	188	67	19	89	70					
10.30 - 11.00								A	17.1	27	1469	1488	694	344	781	220	402	420	412	317	537	145	304	344	321	175	66	23	104	68					
CBS WEDNESDAY NIGHT MOVIE						7	202	202	A	11.6	18	996	1460	672	257	762	227	372	397	402	311	489	96	245	263	317	187	128	68	81	62				
WED. 9.00P 120 CBS FF						99	99	B	12.9	21	1108	1635	706	299	809	274	462	423	376	288	585	178	346	334	317	191	137	81	104	68					
9.00 - 9.30								A	10.5	17	902	1425	661	220	740	197	345	376	380	321	459	87	240	248	291	176	145	70	81	65					
9.30 - 10.00								A	11.7	18	1005	1500	705	281	796	228	384	435	438	321	474	86	228	262	309	183	137	62	93	70					
10.00 - 10.30								A	12.2	19	1048	1453	667	275	774	247	390	398	405	302	492	90	235	258	330	196	110	62	77	59					
10.30 - 11.00								A	12.0	20	1031	1448	649	247	728	234	365	375	380	297	520	122	275	277	327	188	121	73	79	59					
CHARLIE & COMPANY						2	207	204	A	8.6	17	739	1574	827	271	873	170	403	432	434	399	439	134	251	217	230	152	111	62	151	67				
FRI. 8.00P 30 CBS CS						99	98	B	8.6	17	739	1574	827	271	873	170	403	432	434	399	439	134	251	217	230	152	111	62	151	67					
CHEERS						30	206	206	A	23.3	36	2001	1830	793	448	868	399	621	531	370	200	615	262	441	426	276	126	166	90	181	117				
THU. 9.00P 30 NBC CS						99	99	B	23.7	35	2036	1847	762	393	852	379	590	517	347	213	633	295	463	432	263	135	172	87	190	127					
CRAZY LIKE A FOX						5	203	198	A	10.7	22	919	1466	758	294	843	131	305	362	416	459	484	132	236	216	216	230	56	12	83	74				
SAT. 8.00P 60 CBS PD 99 97																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
DALLAS						29	207	207	A	19.2	33	1649	1566	847	322	940	245	444	458	426	424	459	122	225	243	222	202	88	47	79	56				
FRI. 9.00P 60 CBS GD						99	99	B	21.7	34	1864	1624	860	337	940	268	482	453	425	399	511	160	268	270	223	211	71	38	102	69					
9.00 - 9.30								A	18.1	31	1555	1534	835	310	932	237	430	444	421	432	448	116	211	227	212	207	72	40	82	58					
9.30 - 10.00								A	20.2	34	1735	1593	857	322	947	248	454	472	433	418	467	128	236	255	229	197	103	55	76	54					
DISNEY SUNDAY MOVIE						13	209	209	A	11.7	22	1005	2349	806	453	911	439	650	563	357	207	693	303	514	425	310	132	264	130	481	272				
SUN. 7.00P 120 ABC FF						99	99	B	13.7	22	1177	2263	740	354	830	375	597	537	346	183	648	272	478	441	308	132	245	139	540	348					
7.00 - 7.30								A	8.1	17	696	2257	803	402	914	440	630	562	345	214	680	303	520	416	296	133	210	109	453	255					
7.30 - 8.00								A	10.2	20	876	2334	779	418	882	437	623	539	319	198	684	318	526	431	289	119	194	82	574	287					
8.00 - 8.30								A	13.3	24	1142	2375	803	474	915	435	663	570	370	202	700	313	518	425	314	123	285	138	475	277					
8.30 - 9.00								A	15.3	25	1314	2368	828	485	923	445	668	580	374	206	689	282	495	424	325	142	318	164	438	267					
DYNASTY						27	209		A	19.5	31	1675	1416	747	322	856	273	481	447	368	320	373	137	214	199	163	136	103	76	84	72				
1 WED. 9.00P 60 ABC GD						99		B	21.9	33	1881	1605	846	373	950	339	571	509	420	316	465	178	282	264	197	151	102	68	88	54					
9.00 - 9.30								A	18.9	30	1624	1403	748	316	852	263	468	439	370	328	353	129	205	188	153	129	97	80	101	85					
9.30 - 10.00								A	20.2	32	1735	1414	740	324	852	278	490	449	365	311	386	143	221	206	170	140	107	70	69	57					
DYNASTY II: COLBYS						19	209		A	14.1	22	1211	1685	820	324	922	248	440	439	386	400	525	172	306	232	246	197	196	83	42	35				
1 THU. 9.00P 60 ABC GD						99		B	15.4	23	1323	1586	838	322	935	272	488	465	433	366	455	135	238	233	211	174	109	66	87	60					
9.00 - 9.30								A	13.6	21	1168	1686	815	324	920	248	438	436	381	398	521	170	301	230	244	199	202	85	43	38					
9.30 - 10.00								A	14.5	22	1246	1685	829	324	927	248	443	446	392	400	534	176	314	235	247	198	187	78	37	32					
EQUALIZER						5	202	199	A	11.7	20	1005	1279	653	176	731	149	339	344	395	332	468	116	276	276	307	156	37	17	43	31				
1 TUE. 10.00P 60 CBS PD						97	98	B	11.2	20	962	1351	644	202	716	165	327	319	362	342	522	159	306	277	285	193	51	18	62	47					
2 TUE. 10.29P 60								A	12.0	20	1031	1333	682	216	788	167	388	352	461	342	483	135	310	295	319	144	20	17	42	35					
10.00 - 10.30																																			
CONT'D																																			

1ST MAY 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK		START		DUR		NET		TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0.000)		TOTAL PERSONS OF (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
#	DAY	TIME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL					WOMEN					MEN					TOTAL FEM.		TOTAL 6-11		
															18-34	18-49	18-25	25-35	35-64	64-55+	18-34	18-49	18-25	25-35	35-64	64-55+	18-34	18-49	18-25	25-35	35-64	64-55+	12-17	6-11
EVENING CONT'D																																		
HUNTER																																		
1	TUE.	9.00P	60	NBC	OP	7	197	194	A	13.4	21	1151	1563	629	314	765	240	440	408	358	260	618	210	377	364	322	180	76^	36^	104^	68^			
2	TUE.	9.27P	60			98	97		B	15.0	23	1289	1634	621	259	703	185	379	363	355	268	672	260	409	351	319	208	111	41	148	102			
		9.00 - 9.30							A	13.2	21	1134	1453	568	193^	645	152^	340	356	310	250	605	185^	329	323	305	199^	70^	27^	133^	85^			
		9.30 - 10.00							A	13.6	21	1168	1546	616	304	764	240	442	400	358	260	614	211	382	356	326	176	74^	33^	94^	66^			
		10.00 - 10.30							A	13.5	21	1160	1687	721	451	877	322	528	475	407	267	632	229	415	428	338	155^	82^	53^	96^	60^			
JOE BASH																																		
1	FRI.	9.30P	30	ABC	CS	4	196		A	6.9	12	593	1772	732	307^	792	361^	554	489	353^	204^	569	181^	347^	357^	297^	163^	84^	29^	327^	230^			
						98			B	9.2	15	790	1577	663	267	743	278	464	418	339	235	500	145	283	295	242	176	123	65	211	168			
JOE BASH SPECIAL(S)																																		
2	SAT.	8.30P	30	ABC	CS		197		A	5.2	10	447	1732	859	418^	1069	420^	711	672	486^	268^	549^	134^	271^	246^	270^	233^	43^	LT	71^	71^			
						97																												
KATE & ALLIE MON.																																		
		9.00P	30	CBS	CS	27	202	205	A	17.5	27	1503	1713	763	362	870	306	522	474	388	281	552	200	365	361	266	170	112	59^	179	131			
						98	99		B	19.9	29	1709	1687	768	349	871	284	511	494	398	299	478	162	295	292	230	150	160	93	178	126			
KNIGHT RIDER																																		
		8.00P	60	NBC	A	2	200	201	A	11.4	22	979	2068	732	310	821	337	503	426	265	295	732	335	446	355	252	226	129^	58^	386	272			
		8.00 - 8.30				99	99		B	11.4	22	979	2068	732	310	821	337	503	426	265	295	732	335	446	355	252	226	129	58	386	272			
		8.30 - 9.00							A	10.4	20	893	2043	745	322	827	343	517	419	257	306	758	368	468	358	239	226	119^	56^	339	245			
									A	12.4	23	1065	2077	719	294	810	326	488	434	270	285	706	309	425	349	260	225	136	61^	425	294			
KNOTS LANDING																																		
		10.00P	60	CBS	GD	28	208	208	A	16.3	26	1400	1544	849	395	968	375	582	550	426	318	412	159	274	248	214	118	123	24^	41^	27^			
		10.00 - 10.30				99	99		B	19.3	31	1658	1551	847	354	952	339	569	513	427	326	439	166	276	250	206	139	89	55	71	48^			
									A	16.0	25	1374	1525	840	386	967	374	578	546	424	320	404	154	267	245	211	116	107	20^	47^	30^			
		10.30 - 11.00							A	16.7	28	1435	1545	856	402	964	376	584	550	425	313	411	163	279	251	214	112	133	25^	37^	23^			
LAST PRECINCT																																		
		9.00P	60	NBC	A	4	201	201	A	11.2	19	962	1835	633	322	725	310	488	408	264	200	659	354	490	400	259	129^	158	76^	293	214			
		9.00 - 9.30				99	99		B	11.2	19	962	1817	665	307	745	284	493	453	320	203	614	278	430	380	279	140	188	82	270	208			
		9.30 - 10.00							A	10.8	19	928	1851	633	282	720	289	452	363	250	233	666	365	489	372	255	137^	132^	63^	333	222			
									A	11.5	20	988	1818	635	360	731	329	524	447	278	171	649	346	491	425	262	118^	180	86^	258	207			
LEO & LIZ-BEVERLY HILLS																																		
		8.30P	30	CBS	CS	2	208	207	A	10.5	19	902	1475	823	303	899	183	392	432	413	435	403	103^	196	185	201	177	84^	45^	89^	56^			
						99	99		B	10.5	19	902	1475	823	303	899	183	392	432	413	435	403	103	196	185	201	177	84	45	89	56			
LOVE BOAT																																		
		9.00P	120	ABC	CS	26	202		A	11.1	20	953	1566	691	202^	762	151^	339	381	397	355	426	108^	189^	176^	202^	196^	180^	109^	198^	111^			
		9.00 - 9.30				97			B	12.6	22	1082	1640	747	320	856	248	435	400	370	369	492	163	272	251	223	188	143	84	149	101			
		9.30 - 10.00							A	8.2	15	704	1926	699	216^	751	154^	340^	418	420	333^	467	147^	237^	227^	235^	191^	239^	103^	469	225^			
		10.00 - 10.30							A	10.2	18	876	1793	726	180^	825	217^	429	425	398	346	432	106^	193^	192^	224^	194^	187^	88^	349	168^			
		10.30 - 11.00							A	12.6	22	1082	1325	674	225^	739	125^	320	367	401	347	401	94^	176^	160^	179^	184^	152^	103^	33^	33^			
									A	13.4	25	1151	1381	674	194^	740	126^	286	332	374	385	416	94^	166^	144^	185^	211^	155^	129^	70^	70^			
MACGYVER																																		
		8.00P	60	ABC	A	15	205	205	A	13.5	23	1160	1782	686	326	777	260	461	434	362	267	588	198	362	351	265	191	177	104^	240	160			
		8.00 - 8.30				99	99		B	15.7	24	1349	1808	674	281	757	256	441	403	342	258	598	210	374	359	280	188	200	93	253	173			
		8.30 - 9.00							A	12.4	22	1065	1759	678	316	770	257	455	423	351	272	571	204	353	338	243	182	170	101^	248	161			
									A	14.6	24	1254	1793	691	335	782	262	466	443	371	262	598	195	367	359	281	195	180	106^	233	159			
MAGNUM, P.I.																																		
		10.00P	60	CBS	PD	2	202	205	A	10.7	20	919	1650	723	327	793	183	387	417	421	330	657	201	366	340	342	233	87^	19^	113^	85^			
		10.00 - 10.30				97	99		B	10.7	20	919	1650	723	327	793	183	387	417	421	330	657	201	366	340	342	233	87	19	113	85			
		10.30 - 11.00							A	10.3	19	885	1647	714	320	789	178	377	401	408	339	647	206	362	333	324	232	91^	17^	120^	87^			
									A	11.1	21	953	1641	728	331	791	182	394	428	432	322	658	192	368	341	355	233	84^	22^	108^	83^			
MIAMI VICE																																		
		10.00P	60	NBC	OP	29	215	216	A	19.1	33	1641	1792	710	380	792	423	611	515	287	150	671	327	506	458	281	128	174	74^	155	137			
		10.00 - 10.30				98	99		B	21.2	35	1821	1800	704	351	795	390	595	508	326	156	678	306	506	464	304	135	174	80	153	120			
		10.30 - 11.00							A	18.1	31	1555	1837	724	380	810	435	619	531	292	152	663	329											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																				
MIKE HAMMER																																				
1 TUE.		9.00P	60	CBS	PD	200	200	A	10.2	16	876	1445	667	213	773	209	368	360	343	331	491	124	251	225	259	211	80	18	101	75						
2 TUE.		9.29P	60			97	99	B	10.2	16	876	1445	667	213	773	209	368	360	343	331	491	124	251	225	259	211	80	18	101	75						
		9.00 - 9.30						A	9.7	16	833	1424	635	314	732	134	316	327	390	348	531	145	298	234	282	210	53	19	108	76						
		9.30 - 10.00						A	10.2	16	876	1458	700	234	815	226	377	361	351	363	485	130	243	215	250	210	78	17	80	64						
		10.00 - 10.30						A	10.8	17	928	1400	613	77	714	236	386	383	286	251	450	91	214	224	245	211	103	16	133	92						
MISS HOLLYWOOD PAGEANT(S)																																				
2 SAT.		9.00P	120	ABC	AC	206	99	A	8.0	15	687	1956	860	423	939	366	610	557	403	284	575	109	336	348	346	184	163	104	279	256						
		9.00 - 9.30						A	6.1	12	524	2155	884	550	1003	455	733	575	377	270	574	134	328	331	323	184	260	125	318	318						
		9.30 - 10.00						A	7.5	14	644	2107	777	474	889	370	598	539	344	262	583	132	360	361	340	166	275	140	360	360						
		10.00 - 10.30						A	8.5	16	730	1882	878	355	941	303	591	604	484	278	567	96	330	344	358	192	128	128	246	197						
		10.30 - 11.00						A	10.0	19	859	1761	884	364	928	355	552	516	393	314	561	89	324	339	342	185	45	45	227	193						
MR. BELVEDERE																																				
1 FRI.		8.30P	30	ABC	CS	27	200	A	13.2	24	1134	1751	692	206	798	325	441	443	310	273	418	128	238	220	183	168	171	111	364	253						
						96		B	14.8	24	1271	1785	769	293	850	268	446	429	353	341	437	124	223	223	199	186	147	95	351	219						
MR. SUNSHINE																																				
1 FRI.		9.00P	30	ABC	CS	5	197	A	9.2	16	790	1794	705	281	770	330	515	436	327	217	544	151	344	323	280	176	149	65	331	238						
						98		B	11.8	20	1014	1683	695	309	784	296	476	424	338	251	441	122	256	254	222	163	172	90	286	222						
MR. SUNSHINE																																				
SAT.		8.00P	30	ABC	CS	2	193	A	6.7	14	576	1931	780	266	903	345	571	531	396	268	670	259	432	398	301	185	96	51	262	156						
						95	97	B	6.7	14	576	1931	780	266	903	345	571	531	396	268	670	259	432	398	301	185	96	51	262	156						
MOONLIGHTING																																				
						27	206	A	19.1	30	1641	1866	775	409	905	397	701	651	420	161	507	229	392	373	250	80	204	135	250	147						
1 TUE.																																				
		9.00P	60	ABC	PD	99		B	18.4	28	1581	1808	766	385	873	392	643	546	382	183	573	253	425	400	260	110	196	102	166	113						
		9.00 - 9.30						A	18.8	30	1615	1879	772	399	912	401	701	649	419	167	498	228	389	368	238	75	212	141	257	154						
		9.30 - 10.00						A	19.4	30	1666	1848	777	418	898	396	704	658	421	151	517	233	393	379	260	85	193	126	240	138						
MORNINGSTAR/EVENINGSTAR																																				
TUE.		8.00P	60	CBS	GD	5	202	A	8.2	14	704	1589	747	325	949	231	448	380	405	437	401	69	140	153	193	221	100	48	139	93						
						201		B	9.3	15	799	1561	755	283	902	170	387	386	434	448	409	74	153	156	214	221	94	54	156	101						
		8.00 - 8.30				99	98	A	7.8	14	670	1552	752	331	947	200	419	373	419	453	406	74	136	158	192	225	69	30	130	85						
		8.30 - 9.00						A	8.6	14	739	1606	737	314	941	254	469	379	389	421	392	61	144	143	194	217	126	63	147	102						
MURDER, SHE WROTE																																				
SUN.		8.00P	60	CBS	SM	24	207	A	18.9	32	1624	1568	804	306	867	159	370	394	429	431	573	143	257	268	276	267	74	27	54	42						
						208		B	24.8	36	2130	1609	806	306	890	169	378	400	449	440	563	124	258	274	293	260	71	36	85	56						
		8.00 - 8.30				99	99	A	18.5	33	1589	1558	810	301	867	156	367	388	430	433	577	145	254	268	274	273	68	25	46	35						
		8.30 - 9.00						A	19.3	32	1658	1573	795	309	863	160	371	398	427	426	568	138	256	269	279	261	83	29	59	47						
NBC MONDAY NIGHT MOVIES																																				
MON.		9.00P	120	NBC	FF	26	199	A	17.1	26	1469	1647	774	363	858	337	550	479	407	241	544	229	371	338	267	130	152	80	93	55						
						201		B	18.2	27	1563	1606	749	329	848	319	533	465	384	261	551	209	351	310	256	165	144	81	143	89						
		9.00 - 9.30				99	99	A	15.8	24	1357	1744	778	395	863	339	548	471	392	245	566	226	383	345	290	141	179	84	136	102						
		9.30 - 10.00						A	16.9	25	1452	1699	783	374	875	344	565	493	418	241	521	212	350	321	267	132	191	102	122	76						
		10.00 - 10.30						A	17.6	27	1512	1613	763	343	852	332	548	487	412	238	554	237	376	348	265	131	145	78	62	27						
		10.30 - 11.00						A	17.8	28	1529	1568	778	350	854	341	545	477	411	238	540	236	377	344	256	120	116	59	58	21						
NBC NEWS DIGEST-M-F																																				
M-F		8.58P	1	NBC	N	149	148	A	11.6	19	996	1944	750	375	865	333	521	479	340	287	577	241	373	327	239	161	166	78	336	229						
						147		B	12.9	19	1108	1875	736	312	827	294	484	442	355	289	602	219	364	334	272	203	158	83	288	196						
NBC NEWS DIGEST-2-M-F																																				
1 MON.		9.51P	1	NBC	N	70	160	A	10.3	16	885	1807	743	392	844	345	524	456	349	258	643	262	421	412	316	152	138	58	182	90						
						158		B	11.9	18	1022	1704	718	310	806	303	501	443	358	254	616	245	409	374	295	167	127	57	155	102						
		1 W & F	9.58P	1																																
		2 TUE.	10.25P	1																																
		2 THU.	9.58P	1																																

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

														1ST MAY 1986 REPORT																	
PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														WOMEN					MEN												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
NBC NEWS DIGEST-SAT																															
SAT. 8.58P 1 NBC N 30 155 151																															
79 76																															
NBC NEWS DIGEST-2-SAT.																															
2 SAT. 9.58P 1 NBC N 13 167																															
85																															
NBC NEWS DIGEST-SUN																															
SUN. 8.58P 1 NBC N 30 149 156																															
78 80																															
NBC NEWS DIGEST-2-SUN.																															
1 SUN. 9.48P 1 NBC N 16 172																															
87																															
NBC NIGHTLY NEWS-SAT.																															
SAT. 6.30P 30 NBC N 25 169 170																															
93 93																															
NBC NIGHTLY NEWS-SUN																															
SUN. 6.30P 30 NBC N 17 170 173																															
92 92																															
NBC NIGHTLY NEWS																															
M-F 6.30P 30 NBC N 148 204 201																															
99 98																															
NBC SUNDAY NIGHT MOVIE																															
1 SUN. 9.00P 120 NBC FF 28 203 199																															
2 SUN. 9.00P 115																															
9.00 - 9.30																															
																														</	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

1ST MAY 1986 REPORT																										
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																										
NORTH & SOUTH BK I-CONT'D																										
2 MON. 9.00P 120 ABC GD 99																										
9.00 - 9.30																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
A 19.2 28 1649 1826 814 373 908 263 510 530 453 294 666 213 376 364 311 228 163 95 89 82																										
A 20.1 29 1727 1847 834 377 924 270 527 554 471 292 700 244 416 384 314 227 155 87 68 80																										
A 20.5 30 1761 1789 782 367 873 267 496 496 436 282 706 243 411 371 308 239 151 86 59 50																										
A 20.5 31 1761 1708 810 393 903 261 519 510 478 299 637 212 378 348 287 208 122 64 46 39																										
NORTH & SOUTH BK II-PT. 3(S)																										
2 TUE. 9.26P 120 ABC GD 209 99																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
A 21.6 35 1855 1738 815 368 906 303 557 524 434 283 622 231 390 353 268 199 151 87 59 53																										
A 21.6 33 1855 1795 829 394 926 303 558 544 442 283 634 223 388 354 274 212 164 92 71 64																										
A 22.0 34 1890 1769 826 378 915 311 564 529 427 285 607 230 386 346 253 188 175 103 72 67																										
A 22.0 37 1890 1728 818 376 907 309 568 532 436 280 619 244 399 358 261 185 144 87 58 51																										
A 21.1 39 1812 1621 785 321 867 280 533 490 435 282 618 221 375 348 275 216 114 64 22 22																										
NORTH & SOUTH BK II-PT. 4(S)																										
2 WED. 9.00P 120 ABC GD 209 99																										
9.00 - 9.30																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
A 23.2 36 1993 1705 789 404 867 289 536 500 409 280 675 256 435 395 271 208 102 58 61 40																										
A 21.8 34 1873 1717 760 393 836 292 517 495 369 274 678 254 438 393 275 211 121 69 82 54																										
A 23.3 35 2001 1669 745 388 823 267 504 472 389 277 684 266 444 396 267 213 107 57 55 36																										
A 24.1 37 2070 1712 808 414 880 293 543 508 421 279 683 258 440 407 279 204 95 62 54 35																										
A 23.5 38 2019 1727 841 418 926 300 577 523 455 291 660 251 422 390 262 202 88 49 53 36																										
NORTH & SOUTH BK II-PT. 5(S)																										
2 THU. 9.00P 120 ABC GD 209 99																										
9.00 - 9.30																										
A 20.8 32 1787 1697 795 326 864 266 534 530 438 270 665 236 401 380 295 207 102 43 66 59																										
A 19.2 30 1649 1774 797 327 874 307 539 519 395 275 694 247 405 374 308 229 95 38 111 104																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
A 20.7 31 1778 1700 764 317 832 269 500 496 394 274 690 239 406 382 310 225 97 46 81 71																										
A 21.3 33 1830 1654 813 333 876 248 552 551 474 268 647 235 390 386 283 190 92 44 39 34																										
A 21.9 36 1881 1664 812 329 875 249 544 547 476 265 638 227 401 380 281 190 117 39 34 33																										
NORTH & SOUTH BK II-PT. 6(S)																										
2 SUN. 9.00P 120 ABC GD 209 99																										
9.00 - 9.30																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
A 22.6 36 1941 1934 849 369 948 317 553 513 426 333 766 279 468 422 307 253 147 47 73 54																										
A 21.4 34 1838 2134 895 405 994 350 593 544 444 337 798 280 508 470 363 236 197 73 145 108																										
A 22.4 35 1924 1971 848 374 934 303 538 521 430 327 785 284 491 453 333 243 168 62 84 59																										
A 23.5 36 2019 1828 826 344 925 307 533 503 409 326 746 271 436 391 278 267 117 32 40 31																										
A 23.1 38 1984 1813 826 353 935 301 544 488 422 339 738 278 441 380 265 263 113 28 27 19																										
PERFECT STRANGERS																										
1 TUE. 8.30P 30 ABC CS 5 203 98																										
A 18.5 31 1589 1777 714 309 839 393 618 534 321 191 479 202 353 343 219 97 166 141 293 195																										
B 20.5 32 1761 1718 708 321 811 311 531 476 359 225 475 189 327 315 217 112 189 129 243 156																										
PUNKY BREWSTER																										
2 SUN. 7.30P 30 NBC CS 1 191 97																										
A 7.0 14 601 2163 637 253 746 432 648 443 258 98 563 240 478 428 303 37 379 94 475 382																										
B 7.0 14 601 2163 637 253 746 432 648 443 258 98 563 240 478 428 303 37 379 94 475 382																										
REMINGTON STEELE																										
SAT. 10.00P 60 NBC PD 11 199 203 98																										
A 15.0 28 1289 1760 816 353 916 338 578 509 413 283 573 205 386 372 310 137 163 88 128 112																										
B 14.2 26 1220 1639 758 296 842 290 511 489 398 275 533 188 354 323 281 148 137 60 127 96																										
A 15.2 28 1306 1780 815 354 917 340 572 496 401 294 560 197 377 359 303 137 159 91 144 121																										
A 14.7 28 1263 1781 821 356 921 338 586 521 426 275 586 212 397 385 317 137 166 86 108 101																										
RIPLEY'S BELIEVE IT-NOT																										
1 THU. 8.00P 60 ABC U 11 197 99																										
A 6.2 10 533 1576 636 223 730 264 361 279 253 312 689 151 361 362 401 254 17 157 157																										
B 7.1 11 610 1627 638 255 701 245 382 373 309 257 545 151 288 311 298 197 102 40 279 218																										
A 5.2 9 447 1485 608 186 704 266 333 253 222 308 655 143 324 312 380 251 17 126 126																										
A 7.2 11 618 1631 652 243 743 260 381 295 274 314 707 156 386 395 411 254 17 181 181																										
ST. ELSEWHERE																										
WED. 10.00P 60 NBC GD 26 207 206 99 99																										
A 13.2 21 1134 1612 874 407 903 337 599 580 405 240 586 247 444 414 300 110 103 50 20 9																										
B 13.8 23 1185 1584 786 381 860 316 559 524 412 246 587 261 423 385 261 126 88 39 49 36																										
A 13.1 21 1125 1589 872 398 891 321 586 571 403 244 565 247 435 401 282 98 92 42 41 17																										
A 13.2 22 1134 1641 884 420 923 355 612 592 408 242 608 247 458 432 322 119 110 56 17 17																										

1ST MAY 1986 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
														WOMEN										MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.	
EVENING CONT'D																																		
VALERIE MON. 8.30P 30 NBC CS 9 204 208 A 16.1 27 1383 1793 706 376 812 314 507 426 328 255 552 233 392 325 228 145 200 119 229 168																																		
WEBSTER FRI. 8.00P 30 ABC CS 31 208 202 A 12.3 24 1057 1653 655 248 785 269 418 430 336 283 410 155 244 240 159 154 120 72 338 214																																		
WEST 57TH WED. 8.00P 60 CBS DN 2 205 204 A 8.1 14 696 1434 659 323 705 180 385 369 334 297 473 129 290 295 264 142 166 56 90 55																																		
8.00 - 8.30 B 8.1 14 696 1434 659 323 705 180 385 369 334 297 473 129 290 295 264 142 166 56 90 55																																		
8.30 - 9.00 A 8.5 15 730 1449 686 317 746 188 406 382 350 316 465 118 270 284 263 155 144 44 94 60																																		
WHO'S THE BOSS? TUE. 8.00P 30 ABC CS 29 206 207 A 19.0 34 1632 1796 744 337 837 346 580 537 352 220 489 203 354 326 230 111 194 150 276 199																																		
YOU AGAIN? MON. 8.00P 30 NBC CS 9 201 205 A 14.3 25 1228 1712 672 321 781 276 468 377 318 272 563 255 395 305 202 149 180 103 188 152																																		
*LATE FRINGE B 16.4 26 1409 1784 709 302 796 278 466 412 327 277 533 217 355 292 218 150 195 129 260 183																																		
ABC NEWS:NIGHTLINE 1 MWF 11.30P 30 ABC N 126 198 197 A 7.6 21 653 1207 601 177 628 111 282 314 354 283 530 134 286 278 298 221 34 15 14 10																																		
1 TUE. 11.30P 37 B 6.1 17 524 1233 594 176 643 143 302 317 334 281 543 131 284 293 307 221 29 17 18 12																																		
1 THU. 11.30P 31																																		
2 M & W 11.30P 31																																		
2 TH & F 11.30P 30																																		
11.30 - 12.00 A 7.6 20 653 1214 605 180 632 112 284 318 358 284 574 138 287 278 298 223 34 14 14 10																																		
12.00 - 12.30 A 7.5 24 644 922 428 110 428 46 82 143 196 285 598 119 221 214 282 159 59 28 37 37																																		
ABC NEWS:NIGHTLINE TUE(B) 200 A 5.5 18 472 1244 652 160 652 163 354 316 330 262 471 53 155 235 303 229 LT LT 116 80																																		
2 TUE. 11.56P 31 ABC N 98																																		
ABC WEEKEND REPORT-SAT. 29 152 150 A 3.4 8 292 894 555 223 555 LT 257 257 453 298 339 24 58 209 230 130 LT LT LT LT																																		
1 SAT. 11.15P 15 ABC N 83 83 B 3.4 8 292 1183 584 199 634 151 334 341 349 253 489 163 281 265 216 165 34 17 26 21																																		
2 SAT. 11.30P 15																																		
ABC WEEKEND REPORT-SUN. 30 161 161 A 3.9 18 335 1373 514 185 630 198 368 358 303 211 583 201 346 328 244 213 62 62 98 98																																		
SUN. 11.30P 15 ABC N 89 89 B 3.5 13 301 1189 549 218 608 169 348 344 299 221 487 144 264 287 237 169 39 21 55 35																																		
CBS LATE NIGHT I 148 185 182 A 5.1 17 438 1107 523 230 603 135 297 314 349 248 447 114 258 254 235 167 32 20 25 LT																																		
1 M & TU 11.30P 67 CBS FF 91 91 B 5.2 17 447 1240 598 239 685 209 392 355 352 245 468 151 282 259 245 162 47 28 40 27																																		
WED. 11.30P 65																																		
1 TH & F 11.30P 66																																		
2 M & F 11.30P 66																																		
2 TUE. 11.59P 67																																		
11.30 - 12.00 A 5.5 15 472 1117 514 225 606 153 290 288 332 261 435 134 260 242 208 157 42 32 34 15																																		
12.00 - 12.30 A 4.9 17 421 1102 535 230 604 129 302 330 356 243 452 103 253 249 242 178 22 14 24 LT																																		
12.30 - 1.00 A 4.7 21 404 1158 535 260 574 89 300 337 357 225 532 111 309 331 317 178 37 17 15 LT																																		
1.00 - 1.30 A 4.5 25 387 755 611 448 611 39 336 336 572 275 144 80 116 144 64 LT LT LT LT																																		
CBS LATE NIGHT II 148 185 182 A 3.4 18 292 945 469 219 531 124 244 278 304 226 377 124 243 260 212 90 27 27 LT LT																																		
1 MON. 12.37A 50 CBS FF 91 91 B 3.1 18 283 1136 547 218 627 194 363 331 319 216 457 159 304 275 248 135 34 19 18 LT																																		
1 TUE. 12.37A 47																																		
1 WED. 12.35A 46																																		
1 THU. 12.36A 47																																		
1 FRI. 12.36A 41																																		
CONT'D																																		

1ST MAY 1986 REPORT																															
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11				
LATE FRINGE CONT'D																															
CBS LATE NIGHT II-CONT'D																															
2 MON.	12.36A	51							A	3.5	17	301	1017	482	226	545	119	245	286	319	233	431	132	269	286	236	119	27	27	LT	LT
2 TUE.	1.06A	46							A	3.4	20	292	877	438	212	503	119	219	243	288	226	336	117	223	234	194	68	28	28	LT	LT
2 WED.	12.35A	49							A	3.1	22	266	707	549	150	549	158	418	418	260	131	158	64	117	158	94	LT	LT	LT	LT	
2 FRI.	12.36A	43																													
	12.30 - 1.00																														
	1.00 - 1.30																														
	1.30 - 2.00																														
CBS NEWS NIGHTWATCH-1																															
1 M-THSU	2.00A	30	CBS	N		150	57	61	A	1.3	13	112	545	277	178	375	125	161	117	250	169	170	63	90	90	107	53	LT	LT	LT	LT
2 M-THSU	2.00A	30				58	60		B	1.2	13	103	798	411	187	501	150	284	262	297	177	271	87	129	131	166	132	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2																															
M-THSU	2.30A	30	CBS	N		153	78	79	A	1.6	19	137	358	205	81	205	LT	51	88	139	117	153	58	95	95	95	LT	LT	LT	LT	
						72	73		B	1.3	16	112	751	370	130	446	156	265	237	235	149	277	113	165	152	149	101	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-3																															
M-THSU	3.00A	180	CBS	N		154	92	93	A	1.3	24	112	473	206	99	241	54	107	98	151	116	197	LT	72	98	143	99	LT	LT	LT	LT
	3.00 - 3.30								B	1.2	22	103	574	284	108	326	97	182	160	158	121	215	64	103	91	103	103	LT	LT	LT	LT
	3.30 - 4.00								A	1.6	23	137	358	198	125	198	LT	44	88	154	124	LT	36	73	124	51	LT	LT	LT	LT	
	4.00 - 4.30								A	1.5	25	129	535	248	101	310	109	148	124	147	124	194	LT	93	124	194	70	LT	LT	LT	LT
	4.30 - 5.00								A	1.4	26	120	558	176	76	292	150	217	133	142	75	233	LT	91	116	191	117	LT	LT	LT	LT
	5.00 - 5.30								A	1.3	26	112	357	117	54	117	LT	63	63	117	54	214	44	80	98	107	116	LT	LT	LT	LT
	5.30 - 6.00								A	1.1	23	94	479	224	139	224	LT	64	64	224	160	223	74	74	96	107	127	LT	LT	LT	LT
									A	1.1	22	94	404	171	97	171	LT	75	75	171	96	202	74	74	74	85	128	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD																															
SUN.	11.00P	15	CBS	N		31	126	125	A	4.4	9	378	1119	645	185	658	95	209	112	388	333	541	71	291	344	344	199	88	88	50	11
						66	66		B	5.1	11	438	1388	668	223	751	198	466	119	361	440	591	116	304	307	315	207	50	27	48	27
DAVID LETTERMAN I																															
1 M-TH	12.30A	30	NBC	GV		120	202	202	A	3.9	19	335	1275	653	286	713	326	462	334	271	194	511	291	429	355	207	69	16	LT	15	LT
2 M-TH	12.30A	30							B	4.0	20	344	1259	565	242	627	278	397	303	255	169	581	299	426	322	232	120	34	18	17	LT
2 TUE.	12.57A	30																													
DAVID LETTERMAN II																															
1 M-TH	1.00A	30	NBC	GV		120	202	202	A	3.2	20	275	1196	604	320	648	338	484	327	262	128	512	290	424	367	207	58	25	LT	LT	LT
2 M-TH	1.00A	30							B	3.0	19	258	1189	505	209	566	286	391	257	204	133	575	325	441	309	210	102	35	21	LT	LT
2 TUE.	1.27A	30																													
EYE ON HOLLYWOOD																															
1 MON.	12.00M	31	ABC	GV		110	76	76	A	1.5	7	129	814	418	209	418	LT	139	178	263	217	380	117	194	194	201	147	LT	LT	LT	LT
1 TUE.	12.07A	30							B	1.4	6	120	983	458	184	517	186	332	283	261	140	432	146	253	234	225	138	LT	LT	LT	LT
1 WED.	12.11A	30																													
1 THU.	12.01A	30																													
1 FRI.	12.30A	30																													
2 M & W	12.01A	30																													
2 TUE.	12.27A	30																													
2 THU.	12.00M	32																													
2 FRI.	12.00M	30																													
FRIDAY NIGHT VIDEOS																															
FRI.	12.30A	90	NBC	PC		30	186	188	A	3.4	17	292	959	339	219	401	229	356	253	148	45	411	199	356	321	189	55	147	38	LT	LT
									B	3.7	18	318	1229	525	227	595	356	480	307	180	95	434	236	343	278	164	73	156	51	44	23
	12.30 - 1.00								A	4.2	17	361	1105	409	310	515	307	443	283	171	72	468	246	393	357	192	75	122	34	LT	LT
	1.00 - 1.30								A	3.9	17	283	1004	310	212	349	165	335	226	184	LT	456	180	403	375	251	53	199	36	LT	LT
	1.30 - 2.00								A	2.7	17	232	655	276	95	276	181	246	246	65	30	267	146	241	202	108	26	112	39	LT	LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK. OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
LATE FRINGE CONT'D																																				
G MICHAELS SPORTS MACHINE 32 77 78																		A	2.1	7	180	861	505^361^	678^372^	617^400^	306^	61^	133^133^	133^133^	LT	LT	50^	50^	LT	LT	
SUN. 11.30P 15 NBC SC 55 55																		B	1.6	6	137	956	408 135	477 193	286 261	188 143		421 195	298 241	171 109		39 17		LT	LT	
NBA PLAYOFF GAME-THU(S) 203																		A	4.3	20	369	1377	547^165^	642^303^	452^312^	283^146^		697^252^	521^497^	361^157^		19^	19^	LT	LT	
2 THU. 11.30P 150 CBS SE 97																		A	5.7	17	490	1582	770 268^	909 413^	573 363^	337^273^		568 213^	394^404^	288^141^		71^	34^	LT	LT	
11.30 - 12.00																		A	4.3	17	369	1493	620^238^	750 360^	523^383^	327^146^		702^282^	529^482^	369^147^		LT	41^	LT	LT	
12.00 - 12.30																		A	3.9	20	335	1376	543^218^	624^284^	442^367^	319^120^		740^286^	561^534^	350^153^		LT	LT	LT	LT	
12.30 - 1.00																		A	3.9	25	335	1251	335^ 33^	397^197^	328^202^	200^ 69^		854 308^	659^611^	426^195^		LT	LT	LT	LT	
1.00 - 1.30																		A	3.5	28	301	1143	366^ LT	422^219^	349^226^	203^ 73^		721^189^	551^528^	435^170^		LT	LT	LT	LT	
1.30 - 2.00																		A	9.3	27	799	1523	431 223^	474 192^	319^283^	219^131^		706 291^	562 518	339 115^		209^	81^	134^	134^	
SAT NIGHT'S MAIN EVENT 5(S) 195																		A	9.8	25	842	1704	523 261^	583 230^	410 356	276^144^		659 289^	524 473	302^111^		287^	149^	175^	175^	
1 SAT. 11.30P 84 NBC CV 99																		A	9.3	28	799	1518	405 228^	447 165^	290^256^	216^138^		727 300^	575 536	343 123^		208^	54^	136^	136^	
11.30 - 12.00																		A	8.6	30	739	1279	337^168^	358^179^	225^214^	141^110^		749 281^	601 565	395 110^		97^	21^	75^	75^	
12.00 - 12.30																		A	6.9	21	593	1447	602 190^	702 430^	566 349^	214^ 85^		609 317^	508 440^	225^101^		128^	64^	8^	8^	
12.30 - 1.00																		B	7.2	21	618	1516	647 267	717 371	538 425	271 132		590 294	472 407	256 90		152	60	57	48	
SATURDAY NIGHT 20 198																		A	7.6	20	653	1270	482 179^	595 324^	482 304^	237^ 68^		533 258^	439 405^	222^ 94^		123^	68^	19^	19^	
2 SAT. 11.30P 78 NBC GV 99																		A	6.7	21	576	1547	656 82^	724 436^	551 375^	231^ 88^		648 322^	556 489	262^ 92^		175^	64^	LT	LT	
11.30 - 12.00																		A	6.2	23	533	1583	736 411^	852 625	750 384^	125^102^		675 425^	549 409^	162^126^		56^	56^	LT	LT	
12.00 - 12.30																		A	7.1	22	610	1341	685 310	767 259	426 367	318 283		521 218	330 328	236 144		37^	26^	16^	12^	
12.30 - 1.00																																				
TONIGHT SHOW 146 201 202																																				
1 M-F 11.30P 60 NBC GV 99 99																		B	7.3	23	627	1392	667 230	743 241	395 352	320 286		541 214	338 311	246 164		61 31		47 26		
2 M-F 11.30P 60																																				
2 TUE. 11.57P 60																		A	8.1	22	696	1348	677 289	749 249	417 375	314 275		512 224	339 341	235 147		43^	32^	24^	21^	
11.30 - 12.00																		A	6.6	23	567	1309	677 321	760 260	422 345	313 283		513 220	327 318	233 137		27^	18^	9^	LT	
12.00 - 12.30																		A	4.4	20	378	960	555^296^	703 259^	344^315^	265^285^		257^ 45^	125^ 80^	175^132^		LT	LT	LT	LT	
12.30 - 1.00																																				
WEEKDAY DAYTIME																																				
ABC AFTERSCHOOL SPECIAL(S) 185																		A	5.1	17	438	1546	515^151^	558^161^	322^334^	260^201^		301^134^	134^ 66^	33^167^		157^	127^	530^	279^	
1 WED. 4.00P 60 ABC FV 96																		A	4.9	17	421	1542	504^185^	570^154^	311^312^	271^214^		380^208^	208^137^	34^172^		121^	121^	471^	235^	
4.00 - 4.30																		A	5.4	17	464	1509	509^108^	528^160^	321^345^	241^183^		225^ 65^	65^ LT	30^160^		185^	129^	571^	310^	
4.30 - 5.00																																				
ABC DAYTIME NEWSBRIEF-M-F 149 204 204																		A	7.9	29	679	1292	769 329	883 450	671 551	303 195		267 121	144 114	53^112		61^	61^	81^	18^	
M-F 2.58P 1 ABC N 98 98																		B	8.0	27	687	1306	784 242	888 427	647 541	354 206		235 103	137 112	57 95		80 67		103 39		
ABC WORLD NEWS-MORN-615A 150 127 127																		A	1.8	20	155	1548	948 573	974 341^	709 644	511 213^		336^116^	207^193^	130^123^		64^	LT	174^	174^	
M-F 6.15A 15 ABC N 80 80																		B	1.7	18	146	1148	566 279	590 140	380 408	369 165		438 131	273 281	215 143		52 37		68 64		
ABC WORLD NEWS-MORN-645A 150 180 180																		A	2.7	19	232	1509	932 371	970 362	611 573	418 306		443 129^	267^271^	203^163^		48^	26^	48^	39^	
M-F 6.45A 15 ABC N 95 95																		B	2.5	17	215	1311	701 323	765 181	453 466	449 249		451 122	261 266	230 169		44 27		51 39		
ALL MY CHILDREN 148 210 210																		A	7.4	25	636	1225	767 282	864 424	630 524	317 196		284 153	214 177	78^ 58^		37^	32^	40^	LT	
1 MTUHF 1.00P 60 ABC DD 99 99																		B	8.0	26	687	1280	797 260	896 426	650 535	364 204		224 114	161 130	73 54		62 53		98 33		
1 WED. 1.00P 16																																				
& 1.24P 36																																				
2 M-F 1.00P 60																																				
1.00 - 1.30																		A	7.0	24	601	1220	759 266	860 410	615 517	318 205		273 142	201 170	79^ 57^		42^	37^	45^	LT	
1.30 - 2.00																		A	7.8	27	670	1234	773 292	867 433	641 532	318 189		292 159	222 185	77^ 58^		36^	31^	39^	LT	

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

1ST MAY 1986 REPORT																															
PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													WOMEN										MEN					TEENS (12-17)		CHILDREN (2-11)	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11			
WEEKDAY DAYTIME CONT'D																															
AMERICAN TREASURY				88	200	199	A	5.1	17	438	1295	653	135^	813	172	375	360	420	350	305	129^	159	140^	135^	98^	67^	50^	110^	55^		
MWF		3.58P	1	CBS	DO	93	93	B	5.7	17	490	1257	725	174	856	218	444	393	436	347	218	74	126	101	102	73	116	82	67	36	
ANOTHER WORLD				144	205	206	A	5.1	19	438	1484	868	240	1047	376	585	544	420	394	322	123^	225	193	157	78^	15^	15^	100^	41^		
M-F		2.00P	60	NBC	DD	99	99	B	5.1	17	438	1330	840	176	962	321	517	430	384	403	248	85	124	94	107	101	49	39	71	30	
2.00 - 2.30								A	5.1	18	438	1571	926	279	1105	435	647	592	417	390	350	132^	251	211	174	80^	16^	16^	100^	42^	
2.30 - 3.00								A	5.1	19	438	1372	803	193	978	309	512	495	422	395	283	108^	194	168	138^	72^	13^	13^	98^	41^	
AS THE WORLD TURNS				151	205	205	A	6.7	24	576	1233	774	122	892	207	407	380	378	411	277	98^	152	145	119	106^	LT	LT	57^	11^		
M-F		1.30P	60	CBS	DD	99	99	B	6.6	22	567	1205	790	145	882	206	400	381	405	418	221	55	99	95	100	105	46	33	56	22	
1.30 - 2.00								A	6.6	23	567	1247	762	116	876	196	391	376	370	412	311	105^	167	159	141	125	LT	LT	53^	9^	
2.00 - 2.30								A	6.8	24	584	1209	786	120	905	216	419	383	384	409	237	83^	131	126	96^	87^	LT	LT	60^	12^	
CAPITOL				150	195	196	A	4.9	18	421	1204	765	118^	911	241	457	386	391	386	227	104^	134^	110^	83^	73^	11^	11^	55^	LT		
1 MWF		2.30P	30	CBS	DD	95	95	B	5.1	18	438	1170	746	151	872	234	437	386	420	376	195	64	115	97	91	69	52	33	51	21	
1 TUE.		2.30P	20																												
& 2.57P		3																													
1 THU.		2.30P	20																												
& 2.56P		4																													
2 M-F		2.30P	30																												
CBS EARLY MORNING NEWS				155	140	140	A	1.5	15	129	1101	527	317^	542	78^	248^	294^	410^	248^	535	171^	342^	380^	341^	123^	LT	LT	LT	LT		
M-F		6.30A	30	CBS	N	89	89	B	1.5	14	129	1175	570	238	591	108	241	258	305	295	522	119	224	254	282	253	LT	LT	47	LT	
CBS MORNING NEWS 1				155	200	200	A	3.3	16	283	1124	648	226^	679	63^	244	340	389	339	403	78^	162^	178^	208^	205^	LT	LT	35^	21^		
M F		7.30A	30	CBS	N	99	99	B	2.9	13	249	1177	682	218	714	150	410	311	414	946	510	73	145	151	208	640	27	11	76	19	
CBS MORNING NEWS 2				155	200	200	A	3.2	15	275	1138	584	109^	646	65^	134^	196^	283	414	452	99^	176^	218^	232^	222^	LT	LT	36^	LT		
M-F		8.30A	30	CBS	N	99	99	B	3.3	14	283	1220	658	151	731	144	284	283	313	396	407	74	143	148	176	230	26	LT	56	LT	
DAYS OF OUR LIVES				147	210	210	A	7.2	25	618	1461	826	203	971	371	545	487	387	353	179	138	237	183	158	114	24^	24^	87^	35^		
M-F		1.00P	60	NBC	DD	99	99	B	7.2	24	618	1414	838	199	946	339	534	446	382	367	333	116	174	135	137	128	56	46	79	25	
1.00 - 1.30								A	6.8	23	584	1495	850	201	996	385	560	504	390	362	396	144	250	183	167	116	21^	21^	82^	31^	
1.30 - 2.00								A	7.5	26	644	1435	815	208	960	361	537	478	393	350	362	130	227	186	150	110	23^	23^	90^	35^	
FAMILY TIES M-F				89	155	156	A	3.7	17	318	1255	639	207	717	301	474	444	274	214	396	244	302	204^	96^	94^	LT	LT	129^	26^		
M-F		10.00A	30	NBC	CS	88	88	B	4.3	17	369	1405	687	187	743	318	462	415	302	224	331	166	228	167	114	95	117	86	214	96	
GENERAL HOSPITAL				148	207	207	A	9.0	31	773	1257	722	255	838	408	593	497	278	210	210	95	132	107	52^	74^	125	110	84^	42^		
M-F		3.00P	60	ABC	DD	99	99	B	9.3	29	799	1367	786	246	907	434	644	514	344	227	209	91	130	103	59	78	134	115	117	57	
3.00 - 3.30								A	8.8	31	756	1255	736	258	852	420	610	507	280	209	208	97	133	111	51^	70^	120	105	75^	33^	
3.30 - 4.00								A	9.1	30	782	1265	713	250	831	401	583	493	277	213	210	93	130	105	53^	76^	132	117	92	50^	
GOOD MORNING, AMERICA-730				150	206	206	A	4.8	23	412	1204	713	239	759	227	439	458	321	272	364	120^	223	213	155^	136^	49^	20^	32^	27^		
M-F		7.30A	30	ABC	N	99	99	B	4.9	23	421	1171	707	247	770	229	416	439	360	282	313	68	148	161	160	140	31	15	57	28	
GOOD MORNING, AMERICA-830				149	204	204	A	5.0	23	430	1044	660	142^	695	144^	327	360	360	312	321	112^	173	159	116^	148^	14^	LT	14^	12^		
M-F		8.30A	30	ABC	N	99	99	B	5.4	23	464	1095	713	173	744	185	385	400	372	306	288	48	120	129	160	149	18	13	45	12	
GUIDING LIGHT				150	206	206	A	6.1	21	524	1294	733	116^	877	193	413	395	431	377	300	104^	149	148	141	112^	46^	38^	71^	29^		
1 MTUTHF		3.00P	60	CBS	DD	99	99	B	6.7	21	576	1241	753	162	873	221	441	404	435	367	211	63	114	95	97	81	104	72	53	28	
1 WED.		3.00P	48																												
& 3.53P		7																													
2 M-F		3.00P	60																												
3.00 - 3.30								A	5.9	21	507	1296	748	115^	896	189	427	410	442	387	305	102^	153	154	146	117^	32^	25^	63^	22^	
3.30 - 4.00								A	6.3	21	541	1298	718	123	863	197	401	380	421	370	297	105^	144	140	138	110^	58^	50^	80^	36^	

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1ST MAY 1986 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
LIFESTYLES-RICH & FAM M F 20 169 169													A 2.2 10 189	1265	820	221	873	360	577	567	365	238	264	148	185	116	80	68	85	74	43	17	
M-F 11.00A 30 ABC CC 85 85													B 2.2 10 189	1169	762	228	825	371	574	532	336	197	246	98	153	125	101	76	45	39	53	17	
LOVING 147 183 183													A 3.7 14 318	1280	792	233	871	383	601	512	334	242	321	149	179	135	49	135	28	22	60	17	
M-F 12.30P 30 ABC DD 93 93													B 4.2 15 361	1215	745	251	857	362	588	497	371	226	238	104	144	102	74	91	46	39	74	29	
MAIN STREET 8(S) 152													A 3.6 11 309	1482	654	207	777	240	457	443	372	277	361	257	317	202	85	44	39	15	305	94	
1 TUE. 4.00P 60 NBC CN 92													A 3.4 10 292	1541	687	181	783	195	427	480	417	303	378	322	322	171	28	56	LT	LT	380	89	
4.00 - 4.30													A 3.9 11 335	1370	594	218	737	266	458	392	317	246	337	193	301	220	132	36	69	29	227	95	
4.30 - 5.00													A 2.4 19 206	1243	574	204	618	152	384	379	311	209	617	242	398	374	253	156	LT	LT	LT	LT	
NBC NEWS AT SUNRISE 150 192 192													B 2.4 18 206	1230	604	297	647	132	354	396	356	222	486	143	279	291	247	159	41	LT	LT	56	35
M-F 6.30A 30 NBC N 98 98													A 4.5 17 387	1320	742	165	920	289	467	457	385	391	283	134	196	168	103	72	18	18	99	13	
NBC NEWS DIGEST-DAYTIME 86 194 192													B 4.5 15 387	1273	812	159	925	301	479	404	356	407	224	66	101	83	102	102	57	46	67	31	
MMF 2.57P 1 NBC N 95 95													A 3.8 18 326	1135	686	141	778	171	331	338	362	355	252	52	110	126	145	122	LT	LT	95	19	
NEW CARD SHARKS 85 167 167													B 4.5 18 387	1284	713	147	802	200	366	365	375	370	282	75	145	139	142	115	45	29	155	59	
M-F 10.30A 30 CBS QP 85 85													A 2.1 10 180	1361	745	367	795	328	528	472	378	217	317	145	206	160	83	106	132	111	117	55	
NEW LOVE AMERICAN STYLE 87 179 179													B 2.6 10 223	1273	659	224	739	341	517	437	309	184	305	124	188	149	121	108	102	67	127	45	
M-F 11.30A 30 ABC CS 86 86													A 6.2 28 533	1240	624	156	758	169	336	307	304	376	326	110	156	141	119	159	41	41	115	16	
NEWSBREAK-11.57 153 181 181													B 6.6 25 567	1306	673	161	775	199	375	349	315	362	350	97	161	140	147	175	51	25	130	44	
M-F 11.57A 2 CBS N 85 86																																	
NEWSBREAK-3.44 145 195 196													A 5.7 19 490	1441	747	124	885	201	411	404	411	170	111	110	170	154	161	108	41	41	85	17	
MON. 3.43P 1 CBS N 96 96													B 6.6 20 567	1247	746	164	860	217	437	390	414	380	110	71	124	100	102	76	113	79	58	31	
1 TUE. 3.39P 1																																	
1 WED. 3.42P 1																																	
1 TH & F 3.44P 1																																	
2 TU & TH 3.41P 1																																	
2 W & F 3.44P 1																																	
ONE LIFE TO LIVE 148 208 208													A 7.3 27 627	1279	776	331	886	441	666	554	309	196	262	129	149	117	46	104	65	61	66	11	
M-F 2.00P 60 ABC DD 99 99													B 7.8 27 670	1287	781	245	880	417	644	539	360	200	234	107	139	113	55	93	73	64	100	36	
2.00 - 2.30													A 6.9 25 593	1270	783	336	894	439	667	556	314	202	265	131	150	124	40	108	58	50	53	17	
2.30 - 3.00													A 7.6 28 653	1288	776	330	883	448	671	554	304	189	258	127	147	112	48	99	69	69	78	19	
PRESS YOUR LUCK 84 106 105													A 1.9 6 163	1405	767	177	964	313	523	442	405	368	166	55	67	86	74	68	165	165	110	43	
M-F 4.00P 30 CBS QP 53 52													B 2.0 6 172	1376	687	176	784	239	439	395	340	308	315	135	219	178	132	81	115	49	162	92	
PRICE IS RIGHT 1 152 207 207													A 5.9 28 507	1284	668	132	805	192	372	367	364	360	306	85	132	126	154	158	35	24	138	20	
M-F 11.00A 30 CBS AP 99 99													B 6.5 26 558	1311	700	143	786	196	379	369	358	360	329	90	153	140	151	150	55	27	141	47	
PRICE IS RIGHT 2 151 207 207													A 7.5 34 644	1280	672	134	788	187	349	335	332	375	324	101	146	135	139	164	28	20	140	24	
M-F 11.30A 30 CBS AP 99 99													B 8.3 33 713	1313	697	149	786	204	379	361	340	364	333	88	148	135	147	164	50	25	144	47	
RYAN'S HOPE 148 171 171													A 2.8 11 241	1162	714	274	784	298	476	423	362	274	224	100	121	83	50	95	50	38	104	17	
M-F 12.00N 30 ABC DD 90 90													B 3.1 11 266	1180	723	251	849	357	590	480	388	230	193	67	107	86	79	83	46	35	92	28	
SALE OF THE CENTURY 146 156 157													A 4.2 20 361	1280	691	102	794	295	412	376	256	354	358	158	198	164	90	144	LT	LT	122	17	
M-F 10.30A 30 NBC QG 82 82													B 4.5 18 387	1286	674	145	782	256	375	315	280	380	292	98	135	116	99	139	66	42	146	42	
SANTA BARBARA 144 193 194													A 4.1 15 369	1482	838	102	953	422	569	486	344	335	340	213	256	151	79	71	72	60	117	41	
M-F 3.00P 60 NBC DD 97 97													B 4.2 13 361	1389	765	117	875	329	471	368	328	358	297	132	163	93	100	113	101	74	116	58	
3.00 - 3.30													A 4.2 15 361	1521	863	82	971	438	584	493	334	343	371	246	287	170	75	72	49	42	130	33	
3.30 - 4.00													A 4.1 14 369	1450	825	119	948	409	561	485	364	336	306	184	225	131	75	68	88	76	108	52	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																															
SCRABBLE						145	197	198	A	4.5	21	387	1214	641	67^	746	211	304	300	245	400	320	116^	162^	108^	88^	150^	LT	LT	137^	44^
1 MTUTHF 11.30A 30 NBC QG						97	97		B	5.4	21	464	1290	694	128	805	232	349	295	288	411	302	89	120	96	103	161	47	33	136	51
2 M-F 11.30A 30																															
SEARCH FOR TOMORROW						146	153	153	A	3.0	11	258	1399	737	104^	880	260	388	400	373	414	465	128^	298	263	264	143^	38^	38^	LT	LT
M-F 12.30P 30 NBC DD						77	77		B	2.9	10	249	1350	758	139	861	252	366	352	350	443	353	99	154	139	154	174	49	44	87	33
SUPER PASSWORD						147	149	150	A	3.4	14	292	1055	686	69^	768	158^	308	271	287	428	182^	48^	48^	34^	48^	134^	LT	LT	92^	54^
M-F 12.00N 30 NBC QG						75	75		B	3.9	14	335	1210	665	85	763	180	302	269	301	412	276	72	118	94	126	145	58	42	113	60
TODAY SHOW-7.30AM						150	205	205	A	5.3	26	455	1325	790	251	807	181	431	473	377	310	418	78^	198	224	223	174	28^	28^	72^	58^
M-F 7.30A 30 NBC N						99	99		B	5.3	25	455	1285	722	258	748	183	419	442	374	281	421	99	199	216	208	177	38	15	78	52
TODAY SHOW-8.30AM						150	205	205	A	5.1	23	438	1263	769	115^	803	207	413	404	359	335	417	124^	174	162	150	202	LT	LT	36^	16^
M-F 8.30A 30 NBC N						99	99		B	5.6	23	481	1198	727	153	767	190	380	371	353	337	358	86	148	158	157	170	22	11	51	28
\$25,000 PYRAMID						153	183	183	A	4.2	19	361	1136	717	163^	825	161^	357	326	385	410	232	52^	102^	102^	111^	119^	LT	LT	67^	LT
M-F 10.00A 30 CBS QP						92	92		B	4.9	20	421	1213	715	154	803	177	347	329	370	415	279	60	142	148	152	108	27	13	104	38
WHEEL OF FORTUNE						147	209	209	A	6.1	29	524	1202	650	78^	770	194	289	292	252	422	358	120^	168	139	105	175	18^	14^	56^	18^
M-F 11.00A 30 NBC QG						99	99		B	7.1	29	610	1284	741	132	836	222	350	308	298	441	292	80	112	95	101	166	45	29	111	41
YOUNG AND THE RESTLESS						150	207	207	A	8.3	32	713	1222	736	158	867	286	499	418	368	327	255	86^	139	140	113	95	21^	21^	79^	17^
M-F 12.30P 60 CBS DD						99	99		B	8.3	29	713	1268	786	185	878	286	503	442	403	334	250	81	128	119	112	100	44	33	96	29
12.30 - 1.00						A	8.3	33	713	1202	733	167	865	283	499	419	371	330	235	73^	120	128	109	92	23^	23^	79^	10^			
1.00 - 1.30						A	8.3	31	713	1227	740	141	865	287	498	414	363	323	265	98	151	144	110	96	20^	20^	77^	12^			
WEEKEND DAYTIME																															
ABC FUN FIT-8:25AM						10	202	202	A	2.3	14	198	1409	126^	LT	126^	30^	51^	111^	96^	LT	131^	41^	66^	66^	70^	65^	121^	106^	1031	677^
SAT. 8.25A 4 ABC CN						97	97		B	2.8	15	241	1584	204	74	255	95	153	158	104	83	240	72	108	80	92	121	141	58	948	524
ABC FUN FIT-11:55AM						10	190	175	A	3.6	14	309	1961	359^	101^	359^	159^	219^	270^	164^	36^	482	304^	341^	224^	104^	74^	326^	142^	794	351^
SAT. 11.55A 4 ABC CN						96	94		B	3.7	13	318	1697	306	99	327	169	235	241	116	52	363	207	293	200	120	56	244	118	763	373
ABC SUNDAY AFTERNOON BSBL						4	165	161	A	2.6	8	223	1291	497^	228^	506^	193^	260^	219^	108^	241^	696	122^	386^	362^	310^	306^	LT	LT	85^	54^
1 SUN. 3.00P 178 ABC SE						82	82		B	2.7	8	232	1266	507	173	529	165	241	241	147	254	609	123	313	283	259	286	21	LT	107	43
2 SUN. 3.01P 186																															
3.00 - 3.30						A	1.9	6	163	1092	491^	215^	515^	165^	215^	178^	117^	288^	534^	38^	258^	258^	281^	276^	LT	LT	LT	LT	LT	LT	LT
3.30 - 4.00						A	2.4	7	206	1155	446^	189^	446^	150^	199^	155^	107^	247^	704	68^	427^	427^	408^	277^	LT	LT	LT	LT	LT	LT	LT
4.00 - 4.30						A	2.5	7	215	1316	575^	246^	580^	259^	348^	279^	121^	232^	600^	51^	307^	307^	289^	293^	LT	LT	LT	LT	126^	65^	
4.30 - 5.00						A	2.8	8	241	1332	485^	237^	485^	220^	295^	241^	108^	190^	702	142^	379^	379^	290^	323^	LT	LT	LT	LT	137^	54^	
5.00 - 5.30						A	2.9	8	249	1490	530^	248^	530^	225^	308^	260^	112^	222^	832	209^	491^	438^	317^	334^	LT	LT	LT	LT	120^	77^	
5.30 - 6.00						A	3.1	9	266	1331	433^	185^	459^	140^	185^	169^	64^	274^	763	184^	460^	375^	301^	301^	LT	LT	LT	LT	106^	106^	
6.00 - 6.30						A	3.8	11	326	1613	758^	248^	758^	135^	303^	460^	410^	298^	806^	158^	392^	340^	378^	372^	49^	49^	LT	LT	LT	LT	
ABC WEEKEND SPECIALS						32	176	170	A	3.4	13	292	1890	556	145^	556	405^	514	359^	109^	42^	329^	198^	219^	182^	93^	38^	488	382^	517	285^
SAT. 12.00N 30 ABC FV						92	91		B	4.2	14	361	1740	417	127	475	262	360	303	157	89	316	182	236	176	105	69	288	173	661	436
ABC WIDE WRLD-SPORTS SPEC(S)						195			A	5.1	17	438	1466	366^	247^	524^	198^	340^	390^	265^	134^	595^	112^	292^	358^	347^	237^	95^	34^	252^	43^
1 SAT. 3.00P 90 ABC SA						97																									
3.00 - 3.30						A	4.0	14	344	1526	233^	291^	462^	192^	305^	353^	270^	109^	548^	112^	289^	362^	372^	186^	118^	34^	398^	67^			
3.30 - 4.00						A	4.8	16	412	1602	398^	247^	565^	256^	400^	442^	263^	123^	582^	114^	279^	354^	369^	228^	100^	44^	355^	64^			
4.00 - 4.30						A	6.5	21	558	1326	420^	215^	522	158^	313^	371^	257^	151^	638	113^	309^	362^	315^	276^	78^	27^	88^	18^			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																													
ALVIN AND THE CHIPMUNKS 32 178 171 A 5.1 20 438 1900 200^145^ 291^188^ 188^161^ 70^ 71^ 262^ 95^ 167^228^ 133^ 34^ 422 312 925 492																													
SAT. 11.00A 30 NBC CA 90 89 B 7.2 24 618 1701 295 109 338 214 260 192 95 68 253 170 201 151 61 39 263 164 847 484																													
AMERICAN BANDSTAND 32 161 161 A 2.5 10 215 1633 576^247^ 609^322^ 443^307^ 209^116^ 364^219^ 256^183^ 98^ 88^ 316^167^ 344^ 223^																													
SAT. 12.30P 60 ABC PC 84 84 B 2.9 9 249 1699 502 208 567 301 426 355 214 96 431 220 319 252 174 100 246 150 455 276																													
12.30 - 1.00 A 2.1 8 180 1600 633^239^ 650^366^ 494^344^ 183^128^ 417^284^ 316^211^ 88^ 78^ 266^178^ 267^ 134^																													
1.00 - 1.30 A 3.0 12 258 1578 512^247^ 546 272^ 381^266^ 216^101^ 318^167^ 209^159^ 104^ 93^ 326^147^ 388^ 279^																													
ASTRO MINUTE-11.26AM 18 195 181 A 4.9 19 421 2311 457 139^ 573 287^ 449 390 217^104^ 250^ 70^ 192^192^ 180^ 58^ 548 363 940 568																													
SAT. 11.26A 3 CBS CN 96 95 B 4.9 16 421 1788 362 116 412 183^ 290 239 171 99 281 114 204 182 129 67 268 93 827 529																													
BERENSTAIN BEARS 3 195 199 A 3.5 18 301 1821 301^ 41^ 301^148^ 161^161^ 62^140^ 162^ 24^ 109^109^ 138^ 53^ 204^155^ 1154 566																													
SAT. 8.30A 30 CBS CA 97 97 B 3.8 19 326 1731 260 84 295 148 179 158 81 104 158 42 107 81 105 51 185 116 1093 578																													
BUGS BUNNY/LOONEY TUNES-1 10 206 205 A 4.2 18 361 1186 160^ 36^ 160^ 53^ 71^160^ 107^ LT 172^ 97^ 97^122^ 41^ 50^ 167^133^ 687 393																													
SAT. 9.00A 30 ABC CA 98 99 B 4.7 19 404 1564 239 91 298 138 204 189 120 63 275 158 191 144 89 69 233 119 758 394																													
BUGS BUNNY/LOONEY TUNES-2 10 206 205 A 4.7 19 404 1394 217^106^ 217^146^ 166^163^ 71^ LT 184^109^ 109^131^ 40^ 53^ 206^ 94^ 787 461																													
SAT. 9.30A 30 ABC CA 98 99 B 5.5 20 472 1622 296 129 348 199 261 219 117 56 303 180 224 163 92 70 230 90 741 392																													
BYRON NELSON GOLF-SAT(S) 194 A 2.5 9 215 1623 716^396^ 767^288^ 335^331^ 139^390^ 720^405^ 478^484^ 158^212^ LT LT 136^ LT																													
2 SAT. 2.00P 90 CBS SE 96 A 2.5 9 215 1716 591^428^ 656^385^ 428^428^ 141^228^ 906^678^ 748^748^ 117^158^ LT LT 154^ LT																													
2.00 - 2.30 A 2.5 9 215 1535 684^345^ 777^246^ 274^321^ 131^456^ 614^260^ 381^404^ 205^210^ LT LT 144^ LT																													
2.30 - 3.00 A 2.4 9 206 1699 908^437^ 908^238^ 315^258^ 160^510^ 679^285^ 324^319^ 167^287^ LT LT 112^ LT																													
3.00 - 3.30																													
BYRON NELSON GOLF-SUN(S) 203 A 4.8 15 412 1420 518^177^ 530^ 85^ 206^206^ 254^263^ 814 314^ 474^424^ 318^288^ 54^ 53^ 22^ 22^																													
2 SUN. 3.41P 150 CBS SE 99 A 4.1 13 352 1577 464^208^ 486^123^ 286^229^ 245^200^ 962 433^ 698^498^ 368^215^ 114^ 87^ 15^ 15^																													
3.30 - 4.00 A 3.9 12 335 1439 537^212^ 564^101^ 239^218^ 258^293^ 806 331^ 498^391^ 290^275^ 42^ 42^ 27^ 27^																													
4.00 - 4.30 A 4.2 13 361 1438 525^224^ 536^ 77^ 224^238^ 271^268^ 801 325^ 505^428^ 285^260^ 70^ 70^ 31^ 31^																													
4.30 - 5.00 A 4.9 15 421 1492 487^124^ 504^ 52^ 153^190^ 248^262^ 933 373^ 531^505^ 361^335^ 38^ 38^ 17^ 17^																													
5.00 - 5.30 A 5.7 17 490 1357 504^157^ 504^ 63^ 175^196^ 249^245^ 791 294^ 408^426^ 308^320^ 45^ 45^ 17^ 17^																													
5.30 - 6.00 A 6.8 20 584 1267 624 151^ 624 121^ 201^163^ 275^340^ 571 112^ 226^241^ 309^292^ 45^ 45^ 27^ 27^																													
6.00 - 6.30																													
CBS SPORTS SAT SPEC. ED.(S) 187 A 3.4 13 292 2260 541^353^ 613^335^ 534^463^ 253^ 79^ 506^299^ 357^393^ 207^ 81^ 393^ LT 748^ 535^																													
1 SAT. 1.30P 60 CBS SE 93 A 3.4 13 292 2620 606^356^ 671^338^ 598^535^ 310^ 73^ 427^327^ 390^375^ 100^ 37^ 459^ LT 1063 788^																													
1.30 - 2.00 A 3.3 12 283 1922 484^353^ 562^335^ 473^396^ 202^ 89^ 590^267^ 325^419^ 323^128^ 332^ LT 438^ 284^																													
2.00 - 2.30																													
CBS SPORTS SAT SPEC. ED.(S) 193 A 3.3 8 283 1848 536^ 81^ 536^170^ 310^342^ 310^134^ 427^133^ 233^233^ 100^194^ 457^ 71^ 428^ 201^																													
1 SAT. 5.19P 41 CBS SE 95 A 3.2 8 275 1709 564^ LT 564^229^ 342^371^ 281^193^ 304^ LT 101^101^ 87^203^ 407^ 53^ 434^ 205^																													
5.00 - 5.30 A 3.3 8 283 1922 537^110^ 537^152^ 308^339^ 329^198^ 477^181^ 287^287^ 106^190^ 480^ 77^ 428^ 201^																													
5.30 - 6.00																													
DROIDS: ADVENTURES 10 200 178 A 3.0 12 258 1399 324^197^ 324^186^ 239^229^ 138^ 18^ 326^186^ 228^244^ 140^ 55^ 141^ 82^ 608 264^																													
SAT. 11.00A 30 ABC CA 94 92 B 3.6 13 309 1651 317 119 329 144 232 230 154 61 310 157 233 175 122 66 218 114 794 386																													
DUNGEONS AND DRAGONS 28 165 174 A 3.6 14 309 1858 447 237^ 512 202^ 360^325^ 212^135^ 208^182^ 208^208^ 26^ LT 484 313^ 654 392^																													
SAT. 11.30A 30 CBS CA 77 90 B 4.1 14 352 1780 401 199 470 228 343 267 176 109 283 155 220 194 99 45 330 111 697 441																													
EWOKS 10 201 185 A 3.5 13 301 1472 332^236^ 362^277^ 320^304^ 85^ LT 170^123^ 159^170^ 47^ LT 249^ 62^ 691 287^																													
SAT. 10.30A 30 ABC CA 94 93 B 4.2 15 361 1783 336 170 364 198 287 252 141 50 277 143 202 156 111 71 269 104 873 479																													
FACE THE NATION 30 151 154 A 2.6 10 223 1139 587^206^ 628 147^ 224^224^ 190^391^ 511^228^ 273^ 81^ 126^202^ LT LT LT LT																													
SUN. 10.30A 30 CBS CC 88 89 B 2.9 9 249 1178 570 218 607 148 238 239 247 316 522 171 290 276 224 203 20 LT 29 LT																													

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PROGRAM NAME											AUDIENCE COMPOSITION																					
T/C THIS SEASON				NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	START DAY	TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																
GET ALONG GANG													11	137	137	A	2.9	11	249	1759	353^180^	429^220^	309^257^	112^97^	97^	232^181^	181^137^	32^51^	51^	245^189^	853	619
SAT. 12.30P 30 CBS CA													64	67	B	3.2	11	275	1615	303 78	322 152	220 169	92 91		240 116	166 144	81 69	69	199 118	854	555	
GUMMI BEARS													32	194	195	A	4.2	22	361	1427	178^178^	253^166^	189^114^	87^64^	64^	194^112^	171^103^	82^LT	LT	104^33^	876	552
SAT. 8.30A 30 NBC CA													97	98	B	4.9	23	421	1691	187 78	245 121	170 121	90 70		175 78	117 105	63 46	46	171 72	1100	732	
INDY 500 TIME TRIALS(S)													207		A	2.7	8	232	1379	478^177^	478^162^	262^178^	229^172^		775^185^	457^470^	465^223^		LT LT	121^	121^	
2 SAT. 5.07P 53 ABC SE													99		A	2.5	8	215	1279	405^182^	405^140^	256^176^	210^112^		790^204^	460^434^	489^231^		LT LT	75^	75^	
5.00 - 5.30															A	3.0	9	258	1372	508^175^	508^175^	260^170^	232^206^		720^162^	425^470^	423^205^		LT LT	144^	144^	
5.30 - 6.00																																
IN THE NEWS-11.56AM													28	165	174	A	3.1	12	266	1853	451^244^	511 178^	354^315^	228^142^		215^178^	215^215^	37^LT	LT	394^247^	733	496^
SAT. 11.56A 3 CBS CN													77	90	B	3.9	13	335	1728	402 190	459 233	336 257	161 107		282 154	214 192	97 49	49	288 96	699	428	
IN THE NEWS-12.56PM													24	137	137	A	2.7	10	232	1797	349^185^	422^233^	296^263^	103^86^		245^194^	194^129^	38^51^	51^	263^211^	867	630
SAT. 12.56P 3 CBS CN													64	67	B	3.6	12	309	1619	354 137	379 209	257 202	89 96		290 161	216 154	95 58	58	217 119	733	463	
IT'S PUNKY BREWSTER													32	204	198	A	6.3	24	541	1579	243^115^	295 202^	202^152^	46^93^		172^86^	135^145^	59^27^	27^	276 135^	836	450
SAT. 10.30A 30 NBC CA													99	98	B	7.3	25	627	1630	295 113	334 212	259 191	97 60		189 124	148 111	47 33	33	229 136	878	479	
KENTUCKY DERBY(S)													214		A	13.6	37	1168	1451	599 287	668 170^	318 322	311 293		690 194^	315 279	261 329		38^16^	55^	31^	
1 SAT. 4.30P 93 ABC SE													99		A	10.1	29	868	1414	552 313	674 189^	351 360	308 251^		664 155^	282^290^	269^322		24^LT	52^	18^	
4.30 - 5.00															A	13.9	37	1194	1409	602 285	666 169^	300 316	290 312		664 185^	287 244	239 136		32^16^	47^	10^	
5.00 - 5.30															A	17.1	43	1469	1499	621 284	666 165^	320 306	323 297		721 223	350 297	268 127		50^24^	62^	29^	
5.30 - 6.00																																

KIDD VIDEO	32	161	156	A	4.3	17	369	1911	271^209^	426	275^	275^201^	92^	99^	231^	82^	162^201^	119^	30^	446	335^	808	483		
SAT. 11.30A 30 NBC CA 86 86				B	5.6	19	481	1741	332 128	383	228	277 199	108	90	264	172	203 146	75	49	283	171	811	494		
LAFF-A-LYMPICS	10	202	204	A	4.1	16	352	1563	224^ 82^	256^177^	219^187^	79^	LT	135^	87^	104^121^	34^	14^	378^	88^	794	450			
SAT. 10.00A 30 ABC CA 97 98				B	5.1	18	438	1730	291 121	320 159	239 210	128	62	226	119	155 117	81	64	302	120	882	498			
LAS VEGAS INVITATIONAL-SA(S)	176			A	2.5	7	215	1763	619^312^	619^293^	293^367^	176^	252^	424^	66^	117^	51^	135^307^	282^	46^	438^	322^			
1 SAT. 4.28P 32 NBC SE 92																									
LAS VEGAS INVITATIONAL-SU(S)	182			A	3.8	10	326	1546	479^165^	549^	64^	178^	198^	218^351^	829	167^	489^343^	503^340^	51^	LT	117^	74^			
1 SUN. 4.00P 136 NBC SE 95																									
4.00 - 4.30				A	3.3	9	283	2035	773^332^	823^218^	501^501^	399^322^		773^152^	449^297^	481^324^	120^	LT	319^	185^					
4.30 - 5.00				A	3.5	10	301	1850	445^186^	494^102^	152^152^	159^342^		995	246^	690^540^	618^335^	84^	LT	277^	186^				
5.00 - 5.30				A	3.8	10	326	1245	359^ 68^	420^	LT	62^	62^	125^358^	825	159^	499^340^	500^326^	LT	LT	LT	LT			
5.30 - 6.00				A	4.2	11	361	1252	379^ 66^	437^	LT	69^	69^	152^368^	815	172^	460^288^	471^355^	LT	LT	LT	LT			
6.00 - 6.30				A	4.9	12	421	1311	447^204^	589^	12^	128^	264^	378^325^	625^	59^	249^199^	390^376^	97^	LT	LT	LT			
LITTLES	10	205	206	A	2.8	14	241	1826	231^ 62^	239^	91^	128^	215^	148^	24^	132^	66^	79^	79^	42^	53^	446^229^	1009	611	
SAT. 8.30A 30 ABC CA 99 99				B	3.3	15	283	1664	209 62	283	127	182	172	106	76	211	77	122	98	93	80	215	115	955	509
MEET THE PRESS	15	179	176	A	2.9	11	249	956	317^ 28^	317^	LT	LT	LT	93^309^	542^109^	157^160^	265^325^	36^	LT	61^	61^				
SUN. 12.30P 30 NBC CC 97 96				B	3.0	10	258	1223	541 177	578	116	187	209	209	327	557	146	239	249	241	278	30	LT	58	LT
MR. T	30	140	135	A	3.6	14	309	1835	382^249^	492	308^	308^307^	120^	90^	486	140^	367^389^	269^	97^	180^	83^	677	359^		
SAT. 12.00N 30 NBC CA 81 81				B	4.6	15	395	1704	329 128	384	217	287	229	109	80	235	141	182	135	75	44	225	99	860	512
MUPPET BABIES & MONSTERS	32	205	204	A	5.7	24	490	1918	227^104^	280	167^	206^177^	32^	55^	261^140^	204^100^	121^	57^	424	144^	953	540			
SAT. 9.00A 60 CBS CA 98 98				B	6.0	23	515	1862	264 102	315	170	242	190	104	63	188	87	143	116	71	41	252	99	1107	686
9.00 - 9.30				A	5.5	24	472	1883	204^ 73^	253^157^	187^151^	79^	53^	271^122^	207^109^	149^	64^	390	117^	969	549				
9.30 - 10.00				A	5.9	24	507	1943	244^127^	301	180^	223^200^	97^	55^	245^156^	195^	86^	89^	50^	457	170^	940	536		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

AUDIENCE COMPOSITION

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11	
										18-34					18-34								
										45-54					45-54								
										55+					55+								
										TOTAL					TOTAL								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSEHOLD	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11						
WEEKEND DAYTIME CONT'D																																	
ONE	TO GROW ON-10:28AM SAT.	10.28A	2	NBC	CN	32	202	202	A	6.9	27	593	1723	271	171	364	254	276	183	68	88	226	119	219	207	107	17	255	95	878	454		
									B	7.9	27	679	1616	291	119	339	207	260	205	105	61	197	133	162	113	53	24	222	125	858	471		
ONE	TO GROW ON-11:28AM SAT.	11.28A	2	NBC	CN	32	178	171	A	4.9	19	421	1950	196	146	303	201	201	167	74	65	271	87	167	240	153	31	429	314	947	489		
									B	7.1	24	610	1675	287	109	330	206	251	188	95	67	246	161	192	146	65	38	272	165	827	490		
ONE	TO GROW ON-11:58AM SAT.	11.58A	2	NBC	CN	32	160	155	A	4.2	16	361	1723	269	189	419	241	241	183	114	119	238	69	165	207	138	31	426	321	640	372		
									B	5.4	18	464	1676	333	127	384	220	273	196	115	96	263	167	197	137	81	54	279	153	750	454		
PINK PANTHER AND SONS	SAT.	8.00A	30	ABC	CA	10	202	202	A	2.3	15	198	1298	95	LT	101	LT	40	66	70	35	106	LT	45	45	75	61	141	106	950	667		
									B	2.8	15	241	1564	203	63	258	97	154	152	99	92	235	68	113	82	92	114	152	58	919	536		
POLE POSITION	SAT.	12.00N	30	CBS	CA	14	150	140	A	2.7	10	232	1569	366	108	426	160	249	249	141	155	224	172	172	128	52	52	207	164	712	544		
									B	3.2	11	275	1512	341	119	363	177	258	210	108	96	258	124	169	148	68	83	214	87	677	426		
RICHIE RICH	SAT.	11.00A	30	CBS	CA	18	195	181	A	5.1	20	438	2450	492	171	644	321	515	432	257	102	225	54	159	159	171	66	545	363	1036	575		
									B	5.0	17	430	1838	357	121	415	191	300	244	171	92	266	108	198	177	125	58	273	98	884	562		
ROCK N WRESTLING	SAT.	10.00A	60	CBS	CA	29	205	205	A	5.2	20	447	2049	373	146	498	254	354	315	182	99	254	115	166	133	127	68	361	228	936	538		
									B	5.6	19	481	1883	278	103	331	167	229	184	115	73	254	115	186	151	100	56	323	127	975	655		
									A	5.0	19	430	2105	346	139	455	246	324	292	152	87	261	126	181	145	124	64	430	293	959	522		
									A	5.4	21	464	1983	394	156	534	262	381	331	204	110	212	104	149	119	124	69	293	165	914	551		
SMURFS I	SAT.	9.00A	30	NBC	CA	32	202	202	A	5.3	23	455	1771	292	274	368	239	266	190	67	102	335	231	319	205	104	11	190	75	878	487		
									B	6.1	24	524	1628	283	110	328	198	245	192	95	70	210	117	153	125	61	47	177	79	913	540		
SMURFS II	SAT.	9.30A	30	NBC	CA	32	202	203	A	6.4	26	550	1733	287	278	377	246	260	170	60	117	260	166	253	177	94	LT	220	91	876	493		
									B	7.3	27	627	1595	296	130	340	203	259	198	100	73	194	108	140	118	56	44	200	99	861	505		
SMURFS III	SAT.	10.00A	30	NBC	CA	32	203	203	A	7.2	28	618	1749	256	155	346	239	255	166	67	91	212	121	207	191	91	LT	277	90	914	477		
									B	8.4	29	722	1642	302	119	343	210	266	210	108	64	202	133	160	112	52	30	226	124	866	487		
SNORKS	SAT.	8.00A	30	NBC	CA	32	194	194	A	3.1	20	266	1753	259	274	383	264	290	237	112	LT	94	30	71	49	64	LT	57	41	819	489		
									B	3.4	21	292	1599	179	75	233	131	173	112	74	58	176	75	115	111	66	48	155	77	1029	679		
SPIDERMAN AND FRIENDS	SAT.	12.30P	30	NBC	CA	28	116	112	A	3.1	12	266	1831	357	200	437	282	308	289	151	83	501	147	403	433	312	68	156	93	737	516		
									B	1.1	13	352	1740	315	133	411	208	303	239	141	92	230	134	180	144	86	42	242	107	854	518		
SPORTSWORLD	2 SUN.	4.00P	120	NBC	SA	10	181	181	A	4.7	14	404	1720	385	117	516	246	383	299	239	83	970	463	709	468	473	172	35	LT	199	139		
									B	5.2	14	447	1529	506	211	583	205	330	314	246	185	720	251	463	422	359	203	81	31	145	108		
									A	4.2	13	361	1615	161	LT	257	164	223	126	33	34	1056	538	856	552	518	102	44	LT	259	258		
									A	1.4	13	378	1767	427	151	538	241	414	362	277	64	1004	426	749	530	553	144	51	23	174	174		
									A	5.1	16	138	1797	559	151	682	250	491	444	379	115	875	379	565	381	462	217	55	LT	185	185		
									A	5.3	16	455	1637	337	134	521	294	364	234	185	103	938	491	668	426	373	211	LT	LT	178	178		
SUNDAY MORNING	SUN.	9.00A	90	CBS	II	30	172	171	A	4.8	21	412	1044	507	271	602	152	225	265	258	322	396	35	161	223	240	173	29	25	17	17		
									B	5.1	20	438	1308	617	253	682	132	285	315	348	333	507	140	278	290	246	131	25	LT	94	52		
									A	1.1	20	352	997	490	194	555	148	174	199	196	356	386	LT	124	172	235	214	28	28	28	28		
									A	5.3	22	117	984	504	257	572	139	192	259	272	313	342	LT	96	182	237	160	43	43	27	27		
									A	1.3	20	121	1185	544	352	694	178	313	329	299	336	475	97	263	318	259	157	16	LT	LT	LT		
SUPERPOWERS TEAM	SAT.	11.30A	30	ABC	CA	10	100	17	A	1.3	13	275	1764	338	95	338	135	190	258	175	40	439	258	291	244	134	61	255	105	732	42		
									B	1.3	13	318	1715	315	102	338	166	237	211	131	61	339	192	272	191	118	51	251	124	897	334		
THIS WEEK DAVID BRINKLEY	SUN.	11.30A	60	ABC	N	28	101	111	A	1.3	13	301	1379	674	242	715	134	247	272	176	452	566	170	269	245	182	297	23	23	33	LT		
									B	1.4	12	333	1702	526	163	531	108	173	178	210	373	609	132	246	271	279	312	24	LT	75	37		
									A	1.4	12	333	1424	695	311	794	260	324	325	181	431	551	188	269	243	163	282	25	25	54	LT		
									A	1.5	10	303	1750	673	175	712	133	178	233	174	479	577	153	266	247	197	311	32	32	23	LT		

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
WK		START		DUR		NET		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
#	DAY	TIME	TIME	TIME	TIME	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
TOURN. OF CHAMPIONS-SAT.(S)														197	A	1.8	6	155	1103^	516^148v	523^245v	368v200v	206v155v	329v	98v	207v149v	156v116v	64v	LT	187v	155v	
2 SAT. 3.00P 126 ABC SE														99																		
3.00 - 3.30															A	2.0	7	172	1145^	396v146v	396v163v	290v238v	157v106v	365v	57v	238v210v	198v127v	LT	LT	384v	262v	
3.30 - 4.00															A	1.6	6	137	1416^	612^153v	612^321v	482v241v	240v130v	431v	95v	336v277v	269v 95v	198v	LT	175v	175v	
4.00 - 4.30															A	1.7	6	146	959^	624^103v	624^308v	411v157v	233v213v	212v129v	129v LT	42v 83v	LT	LT	123v	123v		
4.30 - 5.00															A	1.9	6	163	798^	436^117v	436^203v	283v160v	171v153v	214v	73v	73v 30v	56v141v	74v	49v	74v	74v	
5.00 - 5.30															A	2.6	9	223	1417^	632^359v	632^242v	456^279v	331^144v	627^215v	376^292v	323^184v	86v	86v	72v	72v		
TOURN. OF CHAMPIONS-SUN.(S)														174	A	1.8	6	155	1058^	503^265v	542^103v	207v207v	200v335v	406v	96v	252v220v	200v154v	LT	LT	110v	51v	
2 SUN. 1.00P 121 ABC SE														91																		
1.00 - 1.30															A	1.8	7	155	1503^	716^484v	800^226v	477^477v	335v323v	457^212v	290v188v	117v167v	LT	LT	246v	103v		
1.30 - 2.00															A	1.7	6	146	1384^	629^404v	698^191v	391v391v	281v307v	460v206v	336v294v	158v124v	LT	LT	226v	117v		
2.00 - 2.30															A	1.8	6	155	632^	297v 71v	297v	LT	LT	78v297v	335v	LT	200v200v	238v135v	LT	LT	LT	LT
2.30 - 3.00															A	1.9	6	163	810^	411v135v	411v	LT	LT	141v411v	399v	LT	215v215v	289v184v	LT	LT	LT	LT
WUZZLES														3 196	A	2.8	18	241	1598^	303^ 57v	303^129v	155^155v	88v148v	270^	LT	187^187v	241^ 83v	75v	20v	950	552^	
SAT. 8.00A 30 CBS CA														97 97	B	3.1	19	266	1751^	344 105	387 166	273 242	152 114	236	24	145 121	168 91	125	27	1003	583	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 28, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	13,140 15.3												18,730 21.8				TEXAS 150: A CELEBRATION (SD)																		
	AVERAGE AUDIENCE (Households (000) & %)	9,280 10.8				10.2*		11.5*		10,050 11.7		11.5*		11.2*		12.2*		11.9*																		
	SHARE OF AUDIENCE %	19				18 *		19 *		19		18 *		18 *		20 *		20 *																		
	AVG. AUD. BY ¼ HR. %	10.1				10.3		11.0		12.0		11.6		11.3		11.4		11.0		12.3		12.0		11.9		11.8										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	15,200 17.7				SCARECROW & MRS. KING (R)(SUS-SD)				20,530 23.9				KATE & ALLIE (R)				20,270 23.6				18,210 21.2				CAGNEY & LACEY (R)										
	AVERAGE AUDIENCE (Households (000) & %)	11,170 13.0				12.2*		13.8*		17,870 20.8				17,610 20.5				13,490 15.7				15.9*		15.5*												
	SHARE OF AUDIENCE %	22				22 *		23 *		33				32				26				26 *		26 *												
	AVG. AUD. BY ¼ HR. %	11.9				12.4		13.2		14.3		19.7				21.9				20.8				20.3		15.9				15.9		15.5		15.4		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	14,090 16.4				YOU AGAIN ? (R)				15,810 18.4				18,900 22.0				NBC MONDAY NIGHT MOVIES AN EARLY FROST(R) (SD)																		
	AVERAGE AUDIENCE (Households (000) & %)	12,630 14.7				13,740 16.0				10,650 12.4				11.4*				12.3*				12.8*				12.9*										
	SHARE OF AUDIENCE %	26				27				20				18 *				19 *				21 *				21 *										
	AVG. AUD. BY ¼ HR. %	14.0				15.3		15.7		16.4		12.0				10.7				12.1				12.5				13.0				12.6		12.7		13.2

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	15,120 17.6												22,940 26.7																																			
	ABC TV	← HARDCASTLE & MCCORMICK →								← NORTH & SOUTH BK 11-PT. 2 (SD) →																																							
	AVERAGE AUDIENCE (Households (000) & %)	10,820 12.6				11.7*				13.6*				17,270 20.1				19.2*				20.1*				20.5*				20.5*																			
	SHARE OF AUDIENCE %	22				21 *				22 *				30				28 *				29 *				30 *				31 *																			
	AVG. AUD. BY ¼ HR. %	11.5				11.9				13.1				14.0				18.6				19.9				20.1				20.1				20.7				20.4				20.6				20.4			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,770 17.2								14,260 16.6								13,310 15.5				12,970 15.1																											
	CBS TV	← SCARECROW & MRS. KING (R)(SD) →								← KATE & ALLIE (R) →								← NEWHART (R)(SD) →								← CAGNEY & LACEY →																							
	AVERAGE AUDIENCE (Households (000) & %)	10,570 12.3				11.7*				12.9*				12,110 14.1				11,850 13.8				10,480 12.2				12.3*				12.1*																			
	SHARE OF AUDIENCE %	21				21 *				21 *				21				20				18				18 *				19 *																			
	AVG. AUD. BY ¼ HR. %	11.4				11.9				12.6				13.1				13.8				14.3				13.8				13.8				12.2				12.4				12.2				11.9			
NBC TV	TOTAL AUDIENCE (Households (000) & %)	13,830 16.1								15,980 18.6								25,250 29.4																															
		YOU AGAIN ?								VALERIE (SD)								← NBC MONDAY NIGHT MOVIES THE DELIBERATE STRANGER PART 2 →																															
	AVERAGE AUDIENCE (Households (000) & %)	11,940 13.9				13,920 16.2				18,640 21.7				20.2*				21.4*				22.3*				22.6*																							
	SHARE OF AUDIENCE %	25				27				32				30 *				31 *				33 *				35 *																							
	AVG. AUD. BY ¼ HR. %	13.3				14.5				15.4				17.0				19.7				20.8				21.2				21.6				22.3				22.4				22.7				22.6			

TV HOUSEHOLDS USING TV WK. 1	51.6	51.7	51.8	51.9	52.0	52.1	52.2	52.3	52.4	52.5	52.6	52.7	52.8	52.9	53.0	53.1
(See Def. 1) WK. 2	50.0	50.1	50.2	50.3	50.4	50.5	50.6	50.7	50.8	50.9	51.0	51.1	51.2	51.3	51.4	51.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE. MON. MAY 5, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.29, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		18,300 21.3		17,870 20.8		20,620 24.0		15,460 18.0				
	ABC TV		WHO'S THE BOSS? (R)		PERFECT STRANGERS (R)		MOONLIGHTING (SD)		SPENSER: FOR HIRE (R)				
	AVERAGE AUDIENCE (Households (000) & %)		15,720 18.3		15,890 18.5		16,410 19.1		11,170 13.0		12.7*		
	SHARE OF AUDIENCE %		33		31		30		22		22 *		
AVG. AUD. BY ¼ HR.		17.3		19.3		18.2		18.8		18.3		19.4	
		19.8		18.9		14.0		12.8		12.5		12.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		11,510 13.4		11,250 13.1		14,170 16.5						
	CBS TV		MORNINGSTAR/EVENINGSTAR (SD)		MIKE HAMMER (R)(SD)		EQUALIZER (R)						
	AVERAGE AUDIENCE (Households (000) & %)		7,990 9.3		8,760 10.2		10,480 12.2		12.5*		12.5*		
	SHARE OF AUDIENCE %		16		16 *		17 *		21		20 *		
AVG. AUD. BY ¼ HR.		8.8		8.8		9.8		9.8		9.3		10.0	
		10.5		10.9		11.9		12.0		12.2		12.8	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		15,200 17.7		15,720 18.3		14,430 16.8						
	NBC TV		A TEAM (R)(SD)		HUNTER (R)		STINGRAY						
	AVERAGE AUDIENCE (Households (000) & %)		10,570 12.3		11,770 13.7		11,420 13.3		13.5*		13.5*		
	SHARE OF AUDIENCE %		21		22 *		22 *		23		22 *		
AVG. AUD. BY ¼ HR.		11.5		11.9		12.7		13.1		12.6		13.8	
		14.4		14.2		12.9		13.3		13.5		13.6	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		19,330 22.5		19,330 22.5		25,680 29.9		NORTH & SOUTH BK II-PT. 3 (9:26-11:26PM) (SD)(OP)(-OP)				
	ABC TV		WHO'S THE BOSS?		GROWING PAINS		(1) (SUS) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)		16,840 19.6		16,840 19.6		18,550 21.6		21.6*		22.0*		
	SHARE OF AUDIENCE %		35		32		35		33 *		34 *		
AVG. AUD. BY ¼ HR.		18.7		20.6		18.9		20.3		20.0		21.2	
		22.0		22.0		21.8		22.1		21.9		22.0	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		8,590 10.0		12,370 14.4		13,310 15.5						
	CBS TV		MORNINGSTAR/EVENINGSTAR (SD)		(2) (SUS) (-OP)		MIKE HAMMER (9:29-10:29PM) (R)(SD)(OP)(-OP)		EQUALIZER (10:29-11:29PM) (R)(OP)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		6,100 7.1		8,760 10.2		9,530 11.1		10.5*		10.5*		
	SHARE OF AUDIENCE %		12		12 *		16		15 *		20		
AVG. AUD. BY ¼ HR.		6.8		6.8		7.1		7.7		9.0		9.2	
		10.2		10.6		11.1		10.6		10.5			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		15,200 17.7		15,460 18.0		13,230 15.4						
	NBC TV		A TEAM (SD)		(3) (SUS) (-OP)		HUNTER (9:27-10:27PM) (SD)(OP)(-OP)		STINGRAY (10:27-11:27PM) (OP)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)		11,170 13.0		11,170 13.0		9,450 11.0		11.3*		11.3*		
	SHARE OF AUDIENCE %		22		23 *		20		20 *		19		
AVG. AUD. BY ¼ HR.		11.8		12.5		13.5		14.4		11.2		12.6	
		12.9		13.5		10.9		11.3		11.4			

TV HOUSEHOLDS USING TV	WK. 1	50.8	51.9	52.0	52.1	54.3	56.5	58.2	60.2	61.3	63.3	64.3	63.9	60.3	59.3	57.9	56.0
(See Def. 1)	WK. 2	49.5	51.2	52.7	53.6	54.9	57.5	59.3	61.8	62.9	64.3	64.3	64.2	63.5	62.5	59.3	57.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

(1) REAGAN NEWS CONF. - ABC, ABC, (9:00-9:26PM)
(2) REAGAN NEWS CONF. - NBC, NBC, (9:00-9:27PM)

EVE TUE MAY 6 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.30, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,150
18.8
MACGYVER (SD)
20,270
23.6
DYNASTY (SD)
19,840
23.1
HOTEL

11,420
13.3 12.4* 14.2* 16,750
19.5 18.9*
22 22* 23* 31 30*
11.8 13.1 13.7 14.8 18.2 19.6 20.3 20.0 18.3 19.0 19.5 18.8

11,510
13.4
WEST 57TH (SUS-SD)
15,460
18.0
CBS WEDNESDAY NIGHT MOVIE
THURSDAY'S CHILD(R) (SD)

6,870
8.0 8.7* 7.2* 9,360
10.9 9.6* 10.5* 11.6* 11.9*
13 15* 12* 17 15* 16* 18* 20*
9.3 8.2 7.2 7.2 9.6 9.7 10.4 10.7 11.4 11.8 12.1 11.7

21,130
24.6
HIGHWAY TO HEAVEN (SD)
18,210
21.2
BLACKE'S MAGIC (N)(SD)
15,030
17.5
ST. ELSEWHERE

16,490
19.2 17.6* 20.8* 14,090
16.4 16.0* 16.7* 13.1 13.1* 13.0*
32 31* 34* 26 26* 26* 21 21* 22*
16.3 19.0 20.5 21.0 16.0 16.0 16.5 16.9 13.2 13.0 12.9 11.1

18,840
18.9
MACGYVER (SD)
20,840
20.0
NORTH & SOUTH Pt 1 (SD)

11,680
13.6 12.4* 14.9* 19,930
23.2 21.8* 23.3* 24.1* 23.5*
24 23* 25* 36 34* 35* 37* 38*
11.7 13.1 14.3 15.6 21.1 22.5 23.2 23.4 24.4 23.8 24.1 22.9

10,820
12.6
WEST 57TH (SUS-SD)
17,700
20.6
CBS WEDNESDAY NIGHT MOVIE
THE BLUE LIGHTNING (SD)

6,960
8.1 8.3* 7.8* 10,570
12.3 11.4* 12.8* 12.7* 12.1*
14 15* 13* 19 18* 19* 20* 20*
8.7 7.9 7.8 7.8 11.0 11.8 12.8 12.7 12.7 12.3 12.0

19,160
22.3
HIGHWAY TO HEAVEN (SD)
18,060
18.7
BLACKE'S MAGIC
14,520
16.9
ST. ELSEWHERE

14,770
17.2 15.6* 18.8* 11,510
13.4 13.4* 13.4* 13.0* 13.4*
30 29* 32* 21 21* 20* 21 20* 22*
14.8 16.4 18.8 18.9 13.1 13.6 13.2 13.5 13.3 12.7 13.3 13.4

TV HOUSEHOLDS USING TV	WK. 1	50.7	52.0	52.6	54.1	56.5	58.7	60.2	61.9	62.4	63.1	63.8	64.2	63.2	62.4	61.6	59.0
(See Def. 1)	WK. 2	49.7	51.4	51.8	52.3	53.1	55.0	58.3	60.0	62.5	65.3	66.2	66.2	65.3	64.5	63.1	60.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. MAY 7, 1986

A-8

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. MAY 1, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					9,620 11.2				14,860 17.3				18,380 21.4			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					5,330 6.2	5.2*		7.2*	12,110 14.1	13.6*		14.5*	13,660 15.9	16.3*		15.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					10 5.4	9* 5.0		11* 8.0	22 13.4	21* 13.8		22* 14.3	26 16.1	25* 16.5		26* 15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,740 16.0				13,140 15.9				19,160 22.3			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,960 11.6	11.1*		12.0*	9,790 11.4	10.9*		11.8*	15,980 18.6	18.1*		19.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 11.1	19* 11.1		19* 12.0	17 11.2	17* 10.7		18* 11.3	30 17.5	28* 18.7		32* 19.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					28,950 33.7		26,970 31.4		22,590 26.3		20,790 24.2		16,580 19.3			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					25,430 29.6		24,570 28.6		20,530 23.9		18,640 21.7		11,770 13.7	14.2*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					49 27.7		45 31.5		37 23.5		33 22.0		22 14.7	22* 13.6		22* 13.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					11,940 13.9				24,830 28.9							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,390 8.6	7.8*		9.4*	17,870 20.8	19.2*		20.7*		21.3*		21.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					15 8.2	14* 7.4		16* 8.6	32 18.5	30* 19.8		31* 20.4		33* 21.0		36* 21.9
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					11,600 13.5				11,940 13.9				15,030 17.5			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,160 9.5	8.9*		10.1*	8,420 9.8	9.1*		10.4*	12,030 14.0	13.8*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 8.9	16* 8.9		17* 9.9	15 9.0	14* 9.1		16* 10.0	22 13.6	21* 13.9		23* 14.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					27,490 32.0		26,200 30.5		22,080 25.7		19,590 22.8		17,950 20.9			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					24,310 28.3		23,620 27.5		19,410 22.6		17,520 20.4		12,890 15.0	16.1*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					49 26.7		46 29.9		35 22.5		31 20.6		24 16.6	25* 15.5		23* 14.6
TV HOUSEHOLDS USING TV WK. 1			53.0	53.4	53.8	54.2	58.6	61.2	62.3	63.7	64.6	65.7	65.2	65.7	64.4	63.7	61.6	58.9
(See Def. 1)		WK. 2	48.9	50.8	51.1	52.4	56.7	57.7	58.6	62.0	63.6	65.4	66.2	66.5	64.8	63.7	62.2	60.2
U.S. TV Households: 85,900,000																		

For explanation of symbols, See page A.

EVE THU. MAY 2 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 2, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,060 15.2	WEBSTER		12,890 15.0	MR. BELVEDERE (R)(SD)		9,280 10.8	MR. SUNSHINE (SD)		6,870 8.0	JOE BASH		7,820 9.1	FALL GUY			
11,250 13.1			11,340 13.2			7,900 9.2			5,930 6.9			5,580 6.5	6.2*		6.7*	
24			24			16			12			11	11 *		12 *	
12.6	13.6		13.2	13.1		9.5	8.9		7.0	6.8		6.2	6.2	6.5		7.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9,620 11.2	CHARLIE & COMPANY		9,450 11.0	LEO & LIZ- BEVERLY HILLS (SUS-SD)		20,700 24.1	DALLAS (SD)		17,440 20.3	FALCON CREST						
7,820 9.1			7,990 9.3			17,010 19.8	18.5*		21.0*	16.9	17.2*				16.6*	
17			17			34	32 *		36 *	29	29 *				29 *	
9.4	8.8		8.4	10.3		17.6	19.5		20.9	17.4	17.0		16.7		16.6	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,660 15.9	KNIGHT RIDER (R)(SD)		13,400 15.6	LAST PRECINCT (SD)		20,870 24.3	MIAMI VICE									
9,790 11.4	10.7*		12.2*		9,620 11.2	10.8*		11.6*	16,580 19.3	18.4*					20.1*	
21	20 *		22 *		19	18 *		20 *	33	31 *					35 *	
10.5	10.9		12.0	12.3	11.0	10.6	11.0	12.1	17.8	19.1	20.1		20.1			

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,860 13.1	WEBSTER (R)		10,810 12.1	ABC FRIDAY NIGHT MOVIE THUNDERBALL(R) (SD)												
9,880 11.5			7,900 9.2	9.0*				9.1*		9.8*			9.3*		8.8*	
24			16	17 *				16 *		17 *			16 *		15 *	
11.1	11.8		9.3	8.7		8.9	9.3	9.7	9.9		9.5	9.1	8.5		9.1	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,850 10.3	CHARLIE & COMPANY		12,110 14.1	LEO & LIZ- BEVERLY HILLS (SUS-SD)		19,930 23.2	DALLAS (SD)		17,010 19.8	FALCON CREST						
6,960 8.1			10,050 11.7			15,980 18.6	17.7*		19.4*	16.5	15.9*				17.0*	
17			22			32	31 *		33 *	29	27 *				30 *	
8.3	8.0		10.7	12.7		16.8	18.6	19.6	19.3	15.8	16.1	17.0		17.0		

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,600 17.0	KNIGHT RIDER (R)(SD)		14,350 16.7	LAST PRECINCT		20,360 23.7	MIAMI VICE									
9,710 11.3	10.1*		12.6*		9,530 11.1	10.8*		11.4*	16,150 18.8	17.8*					19.8*	
22	21 *		24 *		19	19 *		19 *	33	31 *					35 *	
9.7	10.5		12.3	12.8	11.2	10.3	10.7	12.1	17.2	18.4	19.7		19.9			

TV HOUSEHOLDS USING TV	WK. 1	47.8	48.9	50.8	52.6	53.0	54.3	55.1	57.0	58.2	58.7	58.9	59.0	58.8	58.7	58.4	57.9
(See Def. 1)	WK. 2	45.6	46.7	46.8	48.1	48.2	49.5	52.1	53.9	56.2	57.0	58.4	58.9	58.1	57.8	57.4	56.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. MAY 9, 1986

A-12 **Nielsen NATIONAL TV AUDIENCE ESTIMATES****EVE.SAT. MAY 3, 1986**

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						7,220 8.4			7,040 8.2			16,490 19.2					
	ABC TV						MR SUNSHINE			BENSON (R)(SD)			LOVE BOAT (SD)					
	AVERAGE AUDIENCE (Households (000) & %)						5,840 6.8			5,840 6.8			9,530 11.1	8.2*	10.2*	12.6*	13.4*	
	SHARE OF AUDIENCE %						14			13			20	15 *	18 *	22 *	23 *	
	AVG. AUD. BY ¼ HR %						6.6	7.0	6.5	7.2	7.8	8.6	9.7	10.7	12.4	12.9	13.3	13.5
K 1	TOTAL AUDIENCE (Households (000) & %)						12,710 14.8					11,080 12.9			12,030 14.0			
	CBS TV						CRAZY LIKE A FOX (SD)				AIRWOLF (R)(SD)				MAGNUM, P.I. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,450 11.0	10.4*			7,820 9.1	8.6*	9.5*	8,680 10.1	9.6*	10.6*		
	SHARE OF AUDIENCE %						22	21 *			16	16 *	17 *	18	17 *	19 *		
	AVG. AUD. BY ¼ HR %						9.7	11.1	11.6	11.4	8.6	8.7	9.3	9.7	9.3	9.8	10.4	10.8
K 2	TOTAL AUDIENCE (Households (000) & %)						12,970 15.1			14,600 17.0			20,960 24.4	16,920 19.7	16,840 19.6			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227	REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)						11,000 12.8			13,060 15.2			18,730 21.8	15,380 17.9	12,710 14.8	14.9*	14.6*	
	SHARE OF AUDIENCE %						26			29			39	32	27	27 *	27 *	
	AVG. AUD. BY ¼ HR %						12.2	13.3	14.2	16.2	21.5	22.2	17.9	17.8	14.9	14.9	14.9	14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,040 8.2			5,670 6.6			14,950 17.4					
	ABC TV						MR SUNSHINE (SD)			JOE BASH SPECIAL (SD)			MISS HOLLYWOOD PAGEANT					
	AVERAGE AUDIENCE (Households (000) & %)						5,580 6.5			4,470 5.2			6,870 8.0	6.1*	7.5*	8.5*	10.0*	
	SHARE OF AUDIENCE %						14			10			15	12 *	14 *	16 *	19 *	
	AVG. AUD. BY ¼ HR %						6.6	6.5	5.3	5.1	5.9	6.2	7.4	7.6	8.2	8.9	9.9	10.0
K 2	TOTAL AUDIENCE (Households (000) & %)						12,460 14.5					10,820 12.6			12,800 14.9			
	CBS TV						CRAZY LIKE A FOX (R)(SD)				AIRWOLF (R)(SD)				MAGNUM, P.I. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,850 10.3	9.7*			7,650 8.9	8.2*	9.5*	9,620 11.2	11.0*	11.5*		
	SHARE OF AUDIENCE %						22	21 *			17	16 *	18 *	21	21 *	22 *		
	AVG. AUD. BY ¼ HR %						9.5	9.9	11.1	10.5	8.3	8.1	9.1	10.0	10.8	11.2	11.5	11.5
K 2	TOTAL AUDIENCE (Households (000) & %)						10,310 12.0			13,920 16.2			19,410 22.6	16,660 19.4	16,320 19.0			
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227 (R)(SD)	REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)						8,420 9.8			11,770 13.7			17,090 19.9	14,690 17.1	12,970 15.1	15.4*	14.7*	
	SHARE OF AUDIENCE %						21			28			38	32	29	29 *	28 *	
	AVG. AUD. BY ¼ HR %						9.1	10.5	12.5	14.9	19.1	20.6	17.0	17.2	15.6	15.3	14.9	14.6
TV HOUSEHOLDS USING TV		WK 1	44.1	45.7	45.2	46.4	48.2	49.4	50.6	52.8	54.7	55.7	55.7	56.1	56.0	56.3	55.0	53.8
(See Def. 1)		WK 2	44.1	45.0	40.8	47.4	44.6	47.3	48.9	50.4	51.9	53.5	53.5	53.6	52.5	53.2	52.2	51.5
U.S. TV Households: 85,900,000																		

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 3, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

3,180
3.7

ABC TV

WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,090
3.6
8
3.6

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,460
14.5

NBC TV

SAT NIGHT'S MAIN EVENT 5
(11:30-12:54AM)
(SUSTAINING 12:54-1:00AM)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7,990
9.3 9.8* 9.3* 8.6*
27 25* 28* 30*
10.1 9.5 9.4 9.3 8.7 8.6

TOTAL AUDIENCE {
(Households (000) & %)

2,830
3.3

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,660
3.1
8
3.1

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,220
11.9

NBC TV

SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,930
6.9 7.6* 6.7* 6.2*
21 20* 21* 23*
7.7 7.4 6.9 6.6 6.3 5.8

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

49.9	45.9	40.7	37.6	34.5	31.4	29.4	27.6	23.5	20.6	18.3	15.9	14.0	12.5	11.3	10.9
48.3	44.5	39.2	36.2	33.7	30.7	27.1	24.0	21.3	19.6	17.1	15.5	13.5	11.8	10.6	9.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. MAY 10, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 4, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,610 20.5	DISNEY SUNDAY MOVIE LOVE LEADS THE WAY (SD)										23,020 26.8	NORTH & SOUTH BK II-PT. 1 (SD)				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	9,450 11.0	8.1*		10.0*		12.3*		13.7*	17,010 19.8	18.8*		20.1*		20.1*		20.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	19 7.9	16* 8.3		18* 9.8		21* 10.3		22* 12.2	30 12.4	28* 13.2		29* 14.2		29* 18.0		31* 20.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	24,910 29.0	60 MINUTES					22,760 26.5	MURDER, SHE WROTE (R)(SD)				22,420 26.1	CBS SUNDAY NIGHT MOVIE VANISHING ACT (SD)				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	19,160 22.3	21.0*		23.5*		17,950 20.9	20.5*	21.3*	15,720 18.3	17.7*		17.9*		18.9*		18.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	42 19.9	41* 22.2		43* 23.7		35 23.4	35* 20.6	34* 20.5	27 21.2	27* 21.3		26* 17.8		28* 17.6		29* 17.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.2	SILVER SPOONS		7,390 8.6	FATHERS & SONS		11,770 13.7	AMAZING STORIES		12,460 14.5	ALFRED HITCHCOCK PRESENTS (SD)		21,820 25.4	NBC SUNDAY NIGHT MOVIE THE DELIBERATE STRANGER PART 1 (SD)			
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6	6,010 7.0		9,790 11.4		10,820 12.6		15,980 18.6		17.5*	18.5*		19.2*	19.1*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 6.1	13 7.1		20 6.4		20 7.5		28 10.4		26* 12.4	27* 12.0		28* 13.3	29* 16.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	20,100 23.4	DISNEY SUNDAY MOVIE YOUNG AGAIN (SD)										28,830 31.0	NORTH & SOUTH BK II-PT. 6 (SD)				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	10,650 12.4	8.1*		10.4*		14.2*		16.8*	19,410 22.6	21.4*		22.4*		23.5*		23.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 7.6	18* 6.6		21* 10.0		26* 10.8		29* 13.7	36 14.7	34* 16.0		35* 17.5		36* 21.0		38* 21.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,500 22.7	60 MINUTES					18,470 21.5	MURDER, SHE WROTE (R)(SD)				19,160 22.3	CBS SUNDAY NIGHT MOVIE TRAPPED IN SILENCE (SD)				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	14,520 16.9	15.4*		18.4*		14,520 16.9	16.5*	17.3*	12,970 15.1	14.6*		15.1*		15.1*		15.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	37 14.5	35* 16.4		38* 17.9		30 19.0	31* 16.1	30* 16.9	24 17.3	24* 17.3		24* 14.4		23* 14.7		25* 14.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.4	SILVER SPOONS		7,390 8.6	PUNKY BREWSTER (R)		10,740 12.5	AMAZING STORIES		10,740 12.5	ALFRED HITCHCOCK PRESENTS (SD)		20,100 23.4	NBC SUNDAY NIGHT MOVIE DALTON: CODE OF VENGEANCE II (9:00-10:55PM) (SUSTAINING 10:55-11:00PM)			
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.9	6,010 7.0		9,110 10.6		9,280 10.8		12,890 15.0		13.8*	15.2*		16.0*	15.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 5.7	14 6.2		20 6.3		18 7.7		24 10.2		22* 11.1	24* 10.6		25* 11.1	25* 13.4			
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	49.7	52.4	54.1	55.7	57.4	59.4	60.9	63.5	65.4	67.1	67.9	68.6	68.6	68.3	67.0	64.2
			WK. 2	42.2	45.4	47.4	50.1	52.8	55.3	57.1	59.9	61.5	62.7	63.9	64.5	65.4	64.6	63.0	59.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. MAY 11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 4, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEKEND REPORT-- SUN	TOTAL AUDIENCE {					3,440											
	(Households (000) & %)					4.0											
	ABC TV																
	AVERAGE AUDIENCE {					3,260											
	(Households (000) & %)					3.8											
CBS SUNDAY NEWS 050000	SHARE OF AUDIENCE %					17											
	AVG. AUD. BY ¼ HR. %					3.8											
	TOTAL AUDIENCE {	4,210															
	(Households (000) & %)	4.9															
	CBS TV																
CBS SUNDAY NEWS 050000	AVERAGE AUDIENCE {	3,870															
	(Households (000) & %)	4.5															
	SHARE OF AUDIENCE %	9															
	AVG. AUD. BY ¼ HR. %	4.5															
	TOTAL AUDIENCE {	2,230															
MICHAELS SPORTS MACHINE	(Households (000) & %)	2.6															
	NBC TV																
	AVERAGE AUDIENCE {	2,060															
	(Households (000) & %)	2.4															
	SHARE OF AUDIENCE %	8															
ABC WEEKEND REPORT-- SUN.	AVG. AUD. BY ¼ HR. %	2.4															
	TOTAL AUDIENCE {	3,810															
	(Households (000) & %)	4.2															
	ABC TV																
	AVERAGE AUDIENCE {	3,350															
ABC WEEKEND REPORT-- SUN.	(Households (000) & %)	3.9															
	SHARE OF AUDIENCE %	18															
	AVG. AUD. BY ¼ HR. %	3.9															
	TOTAL AUDIENCE {	3,870															
	(Households (000) & %)	4.5															
CBS SUNDAY NEWS 050000	CBS TV																
	AVERAGE AUDIENCE {	3,690															
	(Households (000) & %)	4.3															
	SHARE OF AUDIENCE %	9															
	AVG. AUD. BY ¼ HR. %	4.3															
MICHAELS SPORTS MACHINE	TOTAL AUDIENCE {	1,630															
	(Households (000) & %)	1.9															
	NBC TV																
	AVERAGE AUDIENCE {	1,480															
	(Households (000) & %)	1.7															
ABC WEEKEND REPORT-- SUN.	SHARE OF AUDIENCE %	6															
	AVG. AUD. BY ¼ HR. %	1.7															
	TOTAL AUDIENCE {	1,630															
	(Households (000) & %)	1.9															
	NBC TV																
ABC WEEKEND REPORT-- SUN.	AVERAGE AUDIENCE {	1,480															
	(Households (000) & %)	1.7															
	SHARE OF AUDIENCE %	6															
	AVG. AUD. BY ¼ HR. %	1.7															
	TOTAL AUDIENCE {	1,630															
	(Households (000) & %)	1.9															
	NBC TV																
	AVERAGE AUDIENCE {	1,480															
	(Households (000) & %)	1.7															
	SHARE OF AUDIENCE %	6															
	AVG. AUD. BY ¼ HR. %	1.7															
TV HOUSEHOLDS USING TV WK. 1		52.3	44.6	35.2	31.6	27.5	24.5	22.1	20.4	18.3	16.0	14.0	12.2	10.2	9.3	8.1	7.2
(See Def. 1) WK. 2		49.2	42.5	33.2	28.6	23.5	20.6	17.2	16.1	14.1	12.1	10.7	9.6	8.5	7.9	7.5	6.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. MAY 11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.28-MAY 2, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,500 6.4				{ 5,150 6.0												
	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 4.8				{ 4,210 4.9												
	SHARE OF AUDIENCE %	{ 24				{ 23												
WEEK 2	AVG. AUD. BY ¼ HR. %	{ 5.1 4.6				{ 5.0 4.9												
	TOTAL AUDIENCE (Households (000) & %)	{ 3,610 4.2				{ 3,610 4.2				{ 4,550 5.3				{ 4,040 4.7				
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,830 3.3				{ 2,750 3.2				{ 3,870 4.5				{ 3,350 3.9				
WEEK 3	SHARE OF AUDIENCE %	{ 16				{ 15				{ 20				{ 18				
	AVG. AUD. BY ¼ HR. %	{ 3.4 3.3				{ 3.1 3.3				{ 4.3 4.7				{ 3.7 4.1				
	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8				{ 5,330 6.2				{ 3,870 4.5				{ 4,300 5.0				
	NBC TV	← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				FAMILY TIES M-F				SALE OF THE CENTURY				
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 4,470 5.2				{ 4,380 5.1				{ 3,180 3.7				{ 3,690 4.3				
	SHARE OF AUDIENCE %	{ 26				{ 24				{ 17				{ 20				
	AVG. AUD. BY ¼ HR. %	{ 5.3 5.0				{ 5.1 5.1				{ 3.6 3.8				{ 4.1 4.5				
	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.2				{ 5,150 6.0												
WEEK 5	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 4.8				{ 4,380 5.1												
	SHARE OF AUDIENCE %	{ 23				{ 23												
	AVG. AUD. BY ¼ HR. %	{ 4.7 4.8				{ 5.2 5.1												
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,440 4.0				{ 3,520 4.1				{ 4,120 4.8				{ 3,780 4.4				
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,830 3.3				{ 2,830 3.3				{ 3,440 4.0				{ 3,180 3.7				
	SHARE OF AUDIENCE %	{ 15				{ 15				{ 18				{ 17				
WEEK 7	AVG. AUD. BY ¼ HR. %	{ 3.1 3.4				{ 3.2 3.3				{ 3.9 4.2				{ 3.6 3.9				
	TOTAL AUDIENCE (Households (000) & %)	{ 5,930 6.9				{ 5,330 6.2				{ 3,950 4.6				{ 4,120 4.8				
	NBC TV	← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →				FAMILY TIES M-F				SALE OF THE CENTURY				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,720 5.5				{ 4,380 5.1				{ 3,260 3.8				{ 3,520 4.1				
WEEK 8	SHARE OF AUDIENCE %	{ 26				{ 23				{ 17				{ 19				
	AVG. AUD. BY ¼ HR. %	{ 5.7 5.3				{ 5.2 5.0				{ 3.6 3.9				{ 3.9 4.2				
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	13.7	16.1	17.6	18.3	19.6	20.6	20.9	21.1	21.5	21.9	21.9	21.9	21.5	21.7	21.3	21.5
		WK. 2	14.0	16.4	18.2	19.3	20.6	21.4	21.5	21.5	21.6	22.0	22.0	22.0	21.5	21.7	21.1	21.3
U.S. TV Households: 95,000,000																		

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 5-9, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,490 2.9		{ 2,150 2.5		{ 2,750 3.2		{ 3,690 4.3		{ 8,420 9.8		{ 8,500 9.9					
	ABC TV	LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,980 2.3		{ 1,800 2.1		{ 2,410 2.8		{ 3,260 3.8		{ 8,440 7.5		{ 6,270 7.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11	2.4	10	2.1	11	2.8	14	2.9	26	7.1*	27	7.9*	26	7.1*	28	7.6*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8		{ 7,730 9.0		{ 9,360 10.9		{ 7,130 8.3		{ 4,720 5.5							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS (SUB-OP)		AS THE WORLD TURNS		CAPITOL (SUB-SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,150 6.0		{ 6,610 7.7		{ 6,960 8.1		{ 5,670 6.6		{ 4,120 4.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28	5.7	35	7.5	31	8.2*	23	6.5	25	6.8*	22	6.5*	25	6.7	18	4.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,180 7.2		{ 4,550 5.3		{ 3,520 4.1		{ 2,830 3.3		{ 7,900 9.2		{ 5,760 6.7					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,240 6.1		{ 4,040 4.7		{ 3,010 3.5		{ 2,490 2.9		{ 6,270 7.3		{ 4,470 5.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29	6.1	21	4.6	14	3.4	11	2.9	25	6.8*	19	5.2*	19	5.1	19	5.2*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,230 2.6		{ 2,150 2.5		{ 2,750 3.2		{ 3,610 4.2		{ 8,070 9.4		{ 8,070 9.4					
	ABC TV	LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,800 2.1		{ 1,800 2.1		{ 2,320 2.7		{ 3,090 3.6		{ 6,270 7.3		{ 6,180 7.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10	2.1	10	2.1	11	2.6	14	3.8	25	6.9*	26	7.6*	26	6.8*	28	7.6*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,930 6.9		{ 7,390 8.6		{ 9,360 10.9		{ 7,390 8.6		{ 4,900 5.7							
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 5.8		{ 6,270 7.3		{ 7,220 8.4		{ 5,760 6.7		{ 4,300 5.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27	5.6	14	7.7	32	8.3*	24	6.8*	23	6.7*	24	6.7*	24	6.6	18	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,010 7.0		{ 4,300 5.0		{ 3,350 3.9		{ 3,090 3.6		{ 7,470 8.7		{ 5,330 6.2					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,150 6.0		{ 3,780 4.4		{ 2,750 3.2		{ 2,660 3.1		{ 6,010 7.0		{ 4,210 4.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28	5.9	20	4.4	13	3.2	12	3.1	24	6.8*	18	5.0*	18	5.0	18	4.9*
TV HOUSEHOLDS USING TV		WK 1	21.7	21.1	20.1	20.8	24.9	26.4	26.7	27.3	28.2	29.2	28.9	28.9	27.8	26.8	27.5
(See Def. 1)		WK 2	21.5	21.9	21.7	22.8	25.0	26.1	26.6	27.3	28.3	29.1	28.9	28.7	27.9	26.9	27.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.28-MAY 2, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,790 11.4 GENERAL HOSPITAL → (S)(OP) →															10,650 12.4 ABC WORLD NEWS TONIGHT
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8 8.6* 8.9* 31 30* 30* 20 8.5 8.7 8.8 8.9															8,850 10.3 20 10.4 10.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,180 7.2 GUIDING LIGHT → PRESS YOUR LUCK (SUS-SD)(SD)															12,540 14.6 CBS EVENING NEWS- RATHER
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 5.7 5.6* 6.0* 1,720 20 20* 20* 2.0 5.4 5.6 5.9 6.0 2.0 2.0															10,570 12.3 24 12.4 12.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 5.7 SANTA BARBARA → (S)(OP) →															11,770 13.7 NBC NIGHTLY NEWS
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,690 4.3 4.2* 4.4* 15 15* 15* 4.2 4.2 4.3 4.5															10,220 11.9 24 11.8 12.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.5 GENERAL HOSPITAL →															9,620 11.2 ABC WORLD NEWS TONIGHT
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,900 9.2 9.0* 9.3* 31 31* 30* 8.8 9.2 9.5 9.2															8,250 9.6 20 9.5 9.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,870 8.0 GUIDING LIGHT → PRESS YOUR LUCK (SUS-SD)(SD)															11,680 13.6 CBS EVENING NEWS- RATHER
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4 6.3* 6.6* 1,550 21 22* 21* 1.8 6.2 6.4 6.6 6.5 1.8 1.9															9,960 11.6 24 11.5 11.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 5.7 SANTA BARBARA →															10,140 11.8 NBC NIGHTLY NEWS
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2 4.1* 4.3* 14 14* 14* 4.2 4.1 4.2 4.4															8,850 10.3 22 10.1 10.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK. 1		28.2	29.4	30.1	30.9	30.3	31.9	32.8	34.5	36.4	38.2	39.6	41.8	45.3	47.4	49.4	50.3
(See Def. 1) WK. 2		29.0	30.1	31.1	32.0	30.8	32.3	33.3	34.7	35.8	37.9	39.6	41.1	43.7	45.5	46.8	47.5
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 5-9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 3, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E K 1	TOTAL AUDIENCE (Households (000) & %)	{			1,980 2.3	2,410 2.8			4,550 5.3	5,500 6.4			4,550 5.3	3,260 3.8					
	ABC TV				PINK PANTHER AND SONS (SD)	LITTLES			BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2			LAFF-A-LYMPICS	EWOKS					
	AVERAGE AUDIENCE (Households (000) & %)	{			1,550 1.8	1,890 2.2			3,610 4.2	4,550 5.3			3,610 4.2	2,830 3.3					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			11 1.6	11 2.0			18 3.7	21 4.7			16 4.3	13 4.2	3.1	3.6			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,180 3.7	3,780 4.4			6,700 7.8				6,790 7.9						
	CBS TV				WUZZLES (SUB-SD)	BERENSTAIN BEARS (SUB-SD)			MUPPET BABIES & MONSTERS				ROCK N WRESTLING						
	AVERAGE AUDIENCE (Households (000) & %)	{			2,410 2.8	3,090 3.6			4,810 5.6	5.7* 23			4,470 5.2	4.9* 18 *		5.6* 21 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			17 2.5	19 3.2			23 5.3	25 * 6.0			22 * 5.4	18 * 5.0	5.6	5.5			
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{			3,950 4.6	4,810 5.6			5,760 6.7	6,360 7.4			7,650 8.9	6,700 7.8					
	NBC TV				SNORKS (SD)	GUMMI BEARS (SD)			SMURFS I	SMURFS II			SMURFS III (SD)	IT'S PUNKY BREWSTER					
	AVERAGE AUDIENCE (Households (000) & %)	{			3,440 4.0	4,210 4.9			4,640 5.4	5,330 6.2			6,440 7.5	5,670 6.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			25 3.7	25 4.3			23 5.2	25 6.2			28 7.3	25 7.7	6.6	6.5			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,010 3.5	3,690 4.3			4,980 5.8	4,100 5.0			4,110 4.8	3,700 4.4					
	ABC TV				PINK PANTHER AND SONS (SD)	LITTLES			BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2			LAFF-A-LYMPICS	EWOKS					
	AVERAGE AUDIENCE (Households (000) & %)	{			2,320 2.7	2,920 3.4			3,520 4.1	3,520 4.1			3,440 4.0	3,090 3.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			19 2.6	18 2.9			18 3.9	17 4.3			16 4.0	14 4.1	3.5	3.6			
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{			3,010 3.5	3,610 4.2			7,220 8.4				7,130 8.3						
	CBS TV				WUZZLES (SUB-SD)	BERENSTAIN BEARS (SUB-SD)			MUPPET BABIES & MONSTERS				ROCK N WRESTLING						
	AVERAGE AUDIENCE (Households (000) & %)	{			2,410 2.8	2,920 3.4			4,900 5.7	5.2* 24			4,380 5.1	5.1* 21 *		5.2* 20 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			19 2.5	18 3.2			24 4.8	23 * 5.6			25 * 6.2	21 * 5.3	5.5	4.8			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,410 2.8	3,610 4.2			5,580 6.5	6,360 7.4			7,470 8.7	6,100 7.1					
	NBC TV				SNORKS (SD)	GUMMI BEARS (SD)			SMURFS I	SMURFS II			SMURFS III (SD)	IT'S PUNKY BREWSTER					
	AVERAGE AUDIENCE (Households (000) & %)	{			1,890 2.2	3,010 3.5			4,380 5.1	5,580 6.5			5,930 6.9	5,150 6.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			15 2.0	18 2.4			23 4.9	27 5.4			28 7.1	23 6.7	5.9	6.1			
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	9.1	10.5	11.8	13.9	16.7	19.4	20.6	21.6	23.2	24.5	25.4	25.5	26.6	26.9	25.8	26.1
			WK. 2	7.8	8.9	10.4	12.8	15.5	17.3	19.9	22.2	23.1	24.1	24.8	24.5	23.9	24.5	25.1	26.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. MAY 10, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 3, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,180 3.7		3,520 4.1		3,870 4.5		4,040 4.7								
	ABC TV		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS ZACK & THE MAGIC FACTORY, PT. 1		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,660 3.1		3,010 3.5		3,180 3.7		1,980 2.3								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.2	2.9	13 3.2	3.8	14 3.8	3.8	7* 1.5		2.9* 3.0						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,010 7.0		3,780 4.4		3,180 3.7		2,660 3.1		5,070 5.9					11,340 13.2	
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)		CBS SPORTS SAT SPEC. ED. NCAA MEN'S GYMNASTICS					(2) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.6		3,260 3.8		2,580 3.0		2,230 2.6		2,920 3.4	3.4*				3,870 4.5	3.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 5.6	5.7	15 3.8	3.8	11 3.1	2.9	10 2.6	2.6	13 3.4	13*		3.3	12*	14	13*
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	5,240 6.1		4,550 5.3		4,210 4.9		3,780 4.4		4,210 4.9	12,540 14.6					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)	NBC MAJOR LEAGUE BASEBALL ATLANTA VS PHILADELPHIA CALIFORNIA VS MILWAUKEE (1:17-4:28PM)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,040 4.7		3,610 4.2		3,260 3.8		3,260 3.8		3,780 4.4	4,640 5.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 5.0	4.4	16 4.1	4.4	15 3.5	4.0	15 3.8	2.8	17 4.4	19 4.7	4.8* 4.9	5.6* 5.4	21* 5.7	21* 5.7	5.7*
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	3,010 3.5		3,090 3.6		3,520 4.1		4,120 4.8								
	ABC TV		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS ZACK & THE MAGIC FACTORY, PT. 2		AMERICAN BANDSTAND								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 2.9		2,490 2.9		2,660 3.1		2,320 2.7	2.4*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 3.0	2.8	12 2.7	3.2	12 3.2	3.1	11 2.2	9* 2.5		3.0* 3.1					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	4,900 5.7		3,690 4.3		2,580 3.0		3,440 4.0					4,470 5.2			
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)		BYRON NELSON GOLF-SAT						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,950 4.6		2,830 3.3		2,060 2.4		2,660 3.1		2,150 2.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 4.6	4.6	13 3.4	3.3	9 2.2	2.5	12 3.2	3.1	9* 2.7			2.5* 2.4	9* 2.4	9* 2.4	2.5*
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	5,150 6.0		4,810 5.6		3,440 4.0		2,410 2.8		4,470 5.2	13,400 15.6					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)	NBC MAJOR LEAGUE BASEBALL CINCINNATI VS NEW YORK METS SAN DIEGO VS CHICAGO CUBS MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,640 5.4		3,780 4.4		2,830 3.3		2,060 2.4		3,950 4.6	5,730 6.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 5.5	5.3	18 4.8	4.1	13 3.3	3.3	9 2.4	2.5	19 4.7	24 4.8	5.9* 5.9	6.5* 6.6	23* 6.3	24* 6.3	6.5*
TV HOUSEHOLDS USING TV		WK. 1	26.1	26.2	25.9	26.8	26.0	25.9	25.5	25.8	25.6	26.3	26.4	27.7	27.9	27.9	28.2
(See Def. 1)		WK. 2	26.0	25.5	24.6	24.8	25.1	26.0	26.0	26.3	25.4	25.8	26.6	27.8	28.3	28.3	27.9

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

A-29 (2) NBA PLAYOFF GAME SAT, MILWAUKEE VS PHILADELPHIA, CBS, (2:30-5:19PM)

For explanation of symbols, See page A.

DAY SAT. MAY 10, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	8,760 10.2	ABC WIDE WRLD-SPORTS SPEC						20,190 23.5	KENTUCKY DERBY (4:30-5:03PM)				9,110 10.6 ABC WRLD NEWS TONIGHT-SAT			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,380 5.1	4.0*		4.8*		6.5*	13.6	10.1*		13.9*		17.1*		7,470 8.7		
	SHARE OF AUDIENCE %	{	17	14 *		16 *		21 *	37	29 *		37 *		43 *		20		
	AVG. AUD. BY ¼ HR. %	%	4.0	3.9	4.5	5.0	6.0	6.9	9.1	11.1	12.4	15.3	18.1	16.0	12.8	8.9	8.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	NBA PLAYOFF GAME SAT MILWAUKEE VS PHILADELPHIA (2:30-5:19PM) (-OP)										4,210 4.9	7,650 8.9 CBS SAT. NEWS-SCHIEFFER				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		4.1*		4.1*		4.1*		5.3*		2,830 3.3		3.3*		6,100 7.1		
	SHARE OF AUDIENCE %	{		14 *		14 *		13 *		15 *		8		8 *		16		
	AVG. AUD. BY ¼ HR. %	%	3.9	4.2	4.2	4.1	4.0	4.1	5.0	5.5	7.1	3.2	3.1	3.5		6.8	7.3	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	NBC MAJOR LEAGUE BASEBALL ATLANTA VS PHILADELPHIA CALIFORNIA VS MILWAUKEE (1:17-4:28PM)(-OP)						3,090 3.6	LAS VEGAS INVITATIONAL-SA (4:28-5:00PM) (OP)				7,900 9.2 NBC NIGHTLY NEWS-SAT.				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		5.4*		5.5*		2,150 2.5								6,360 7.4		
	SHARE OF AUDIENCE %	{		19 *		18 *		7								17		
	AVG. AUD. BY ¼ HR. %	%	5.5	5.4	5.4	5.6	5.9	3.5	2.7	2.2					7.1	7.8		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	4,900 5.7	TOURN. OF CHAMPIONS-SAT. (3:00-5:06PM) (-OP)						4,900 5.0	INDY 500 TIME TRIALS (5:07-6:00PM) (OP)				4,380 5.1 ABC WRLD NEWS TONIGHT-SAT			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,550 1.8	2.0*		1.6*		1.7*		1.9*		2,320 2.7	2.5*		3.0*		4,380 5.1	
	SHARE OF AUDIENCE %	{	6	7 *		6 *		6 *		6 *		8	8 *		9 *		14	
	AVG. AUD. BY ¼ HR. %	%	2.2	1.9	1.7	1.5	1.7	1.6	1.7	2.1	2.5	2.5	2.8	3.1		5.0	5.3	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	12,630 14.7 BYRON NELSON GOLF-SAT						NBA PLAYOFF GAME SAT LOS ANGELES VS HOUSTON						7,650 8.9 CBS SAT. NEWS-SAT.			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		2.4*	6.5	4.4*		6.4*		6.1*		7.2*		8.2*		6,270 7.3		
	SHARE OF AUDIENCE %	{		9 *	22	15 *		22 *		21 *		23 *		25 *		20		
	AVG. AUD. BY ¼ HR. %	%	2.4	2.4	3.8	4.9	6.1	6.7	6.3	6.0	7.0	7.4	8.1	8.2		7.4	7.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	NBC MAJOR LEAGUE BASEBALL CINCINNATI VS NEW YORK METS SAN DIEGO VS CHICAGO CUBS MULTI-SEGMENT TELECAST(OP)										7,900 8.5 NBC NIGHTLY NEWS-SAT.					
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		7.6*		7.8*										6,100 7.1		
	SHARE OF AUDIENCE %	{		28 *		27 *										19		
	AVG. AUD. BY ¼ HR. %	%	7.3	7.9	8.2	7.6	2.2								6.8	7.5		
TV HOUSEHOLDS USING TV WK. 1			28.7	29.7	30.3	30.7	31.3	32.5	34.2	36.2	38.8	39.8	41.3	41.1	41.3	43.5	43.9	44.3
(See Def. 1) WK. 2			26.5	26.8	27.6	28.5	27.9	28.8	29.0	29.6	30.1	31.6	33.0	34.6	36.0	36.4	37.4	38.5
U.S. TV Households 85,900,000																		

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 4, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

7,820
9.1

3,010
3.5

4,470

2,410

5.2

4.4*

5.6*

5.4*

2.8

22

20 *

23 *

21 *

10

4.0

4.9

5.3

5.9

5.6

5.3

2.8

2.9

6,360
7.4

2,750
3.2

3,690

1,980

4.3

3.8*

4.7*

4.4*

2.3

20

20 *

21 *

19 *

10

3.2

4.3

4.6

4.9

4.4

4.4

2.5

2.1

TV HOUSEHOLDS USING TV	WK. 1	6.7	7.0	6.8	10.4	12.5	15.0	16.7	18.8	21.5	23.2	24.7	25.6	26.0	26.9	27.2	28.2
(See Def. 1)	WK. 2	6.4	7.0	6.7	10.6	12.9	14.7	16.9	18.4	19.5	20.6	21.5	22.5	22.5	24.1	23.5	23.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY SUN. MAY 11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 4, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8 ← THIS WEEK-DAVID BRINKLEY →																	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,690																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4.3 15 4.0	4.2* 14 * 4.3			4.4 4.4	4.4* 15 * 4.5												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)											15,290 17.8	NBA PLAYOFF GAME-1 BOSTON VS ATLANTA (1:00-3:36PM)						
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)											7,390	8.6	6.2*		8.2*		8.9*	9.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 5.5	21 * 7.0			7.9	26 * 8.6		8.8	8.9	8.8	9.7							
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,950 4.6 MEET THE PRESS																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	3.7 13 3.5				3.9													
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,440 4.0 ← THIS WEEK-DAVID BRINKLEY →										4,120 4.8 TOURN. OF CHAMPIONS-SUN. (1:00-3:01PM) (-DP)							
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,230																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	2.6 11 2.1	2.4* 10 * 2.7			2.7* 12 * 2.6	1,550 1.8 6 1.7												
WEEK 5	TOTAL AUDIENCE (Households (000) & %)											13,920 16.2	NBA PLAYOFF GAME-1 MILWAUKEE VS PHILADELPHIA (1:00-3:41PM)						
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)											6,960	8.1	7.0*		8.1*		8.7*	8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 6.3	28 * 7.7			7.9	29 * 8.3		8.9	8.6	8.5	8.1							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 2,150 2.5 MEET THE PRESS																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,800																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	2.1 9 2.2				2.1	2.1												
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.9	29.8	29.1	29.3	28.7	29.2	29.6	29.6	29.9	30.8	32.2	33.5	34.2	33.8	34.1	35.2	
		WK. 2	24.3	25.1	24.9	24.5	23.8	24.5	25.0	24.9	24.5	26.4	27.4	28.6	29.8	30.3	30.9	31.5	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. MAY 11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 4, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,840 8.8	ABC SUNDAY AFTERNOON BSBL ST. LOUIS VS LOS ANGELES HOUSTON VS MONTREAL MULTI-SEGMENT TELECAST												6,790 7.9	ABC WORLD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,980 2.3	1.9*		2.2*		2.3*		2.5*		2.7*		2.4*		5,670 6.6				
	SHARE OF AUDIENCE %	{	6	5 *		6 *		6 *		7 *		7 *		6 *		15				
	AVG. AUD. BY ¼ HR.	%	1.8	2.1	2.3	2.2	2.4	2.2	2.3	2.7	2.7	2.6	2.5	2.3		5.9	7.2			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		16,490 19.2	NBA PLAYOFF GAME-2 LOS ANGELES VS DALLAS HOUSTON VS DENVER (3:38-6:30PM)(OP)												2,750 3.2	CBS EVENING NEWS SUNDAY(B)		
	AVERAGE AUDIENCE (Households (000) & %)	{		7,470												2,490 2.9				
	SHARE OF AUDIENCE %	{		10.3*	8.7	8.6*		8.3*		7.6*		8.2*		9.5*		9.7*				
	AVG. AUD. BY ¼ HR.	%	10.1	10.4	8.5	8.7	8.2	8.4	7.7	7.5	8.1	8.3	8.9	10.1	9.8	9.6	2.9 3.0			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					8,330 9.7	LAS VEGAS INVITATIONAL-SU (4:00-6:10PM)										7,900 9.2	NBC NIGHTLY NEWS SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,260									6,270 7.3				
	SHARE OF AUDIENCE %	{					10			10 *		10 *		11 *		12 *				
	AVG. AUD. BY ¼ HR.	%					3.4	3.3	3.5	3.5	3.9	3.8	4.0	4.3	4.9	4.4	7.4 7.2			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	8,680 10.1	ABC SUNDAY AFTERNOON BSBL NEW YORK YANKEES VS TEXAS LOS ANGELES VS MONTREAL MULTI-SEGMENT TELECAST(OP)												4,380 5.1	ABC WORLD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 2.8	1.8*		2.5*		2.7*		3.0*		3.1*		3.7*		3,610 4.2				
	SHARE OF AUDIENCE %	{	9	6 *		8 *		8 *		9 *		9 *		11 *		11 *				
	AVG. AUD. BY ¼ HR.	%	1.6	2.1	2.3	2.6	2.6	2.8	2.8	3.1	3.2	3.1	3.5	3.8	4.1	1.0	4.1 4.3			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		10,740 12.5	BYRON NELSON GOLF-SUN (3:41-6:11PM) (OP)(-OP)												5,930 6.9	CBS EVENING NEWS SUNDAY (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{		4,120												4,300 5.0				
	SHARE OF AUDIENCE %	{		8.5*	4.8	4.1*		3.9*		4.2*		4.9*		5.7*		14				
	AVG. AUD. BY ¼ HR.	%	8.4	8.6	4.7	4.0	3.8	4.0	4.0	4.3	4.8	5.1	5.5	6.0	3.6	6.4				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	4,100 5.7				8,850 10.3	NBC SPORTS RINGSIDE										7,300 8.5	NBC NIGHTLY NEWS SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,080 3.1	2.8*		3.6*	4,040									5,760 6.7				
	SHARE OF AUDIENCE %	{	10	9 *		12 *	14			13 *		16 *		16 *		18				
	AVG. AUD. BY ¼ HR.	%	2.7	2.8	3.0	4.1	4.1	4.2	4.3	4.5	4.9	5.3	5.6	5.0		6.3	7.0			
TV HOUSEHOLDS USING TV		WK. 1	35.7	36.1	36.1	36.1	35.6	36.4	36.5	37.4	38.4	39.2	40.1	42.1	44.2	45.9	45.4	46.4		
(See Def. 1)		WK. 2	30.8	31.1	31.1	31.1	32.9	33.4	34.7	34.9	34.8	33.7	33.7	34.3	35.7	37.0	37.5	39.2		

U.S. TV Households: 85,900,000

(1) NBA PLAYOFF GAME-1, BOSTON VS ATLANTA, (OP)(1:00-1:00PM)

A-37 (2) NBA PLAYOFF GAME-1, MILWAUKEE VS PHILADELPHIA, (OP)(1:00-3:41PM)

For explanation of symbols, See page A.

DAY SUN. MAY 11, 1986

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	9,710	11.3	9,710	11.3	19	11.3								
ABC ABC NEWSBRIEF-MON	1	9.58- 9.59PM	9.45	8,590	10.0	8,590	10.0	18	10.0								
	2	9.51- 9.52PM	9.45								14,430	16.8	14,430	16.8	24	16.8	
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC NORTH & SOUTH BK II-PT. 3(S)	2	9.26-11.26PM	~GRID 11.00 11.15								25,680	29.9	18,550	21.6	35	21.7 20.3	
														21.1*	39*		
ABC ABC NEWSBRIEF-TUE	1	9.57- 9.59PM	9.45	12,970	15.1	12,630	14.7	23	14.7		15,980	18.6	15,980	18.6	29	18.6	
	2	10.12-10.13PM	10.00								12,370	14.4	8,760	10.2	16		
CBS MIKE HAMMER	2	9.29-10.29PM	~GRID 10.15											10.8*	17*	11.1	
CBS EQUALIZER	2	10.29-11.29PM	~GRID 11.00 11.15								13,310	15.5	9,530	11.1	20	11.8 11.6	
														11.7*	22*		
NBC HUNTER	2	9.27-10.27PM	~GRID 10.15								15,460	18.0	11,170	13.0	20		
														13.5*	21*	13.6	
NBC STINGRAY	2	10.27-11.27PM	~GRID								13,230	15.4	9,450	11.0	19		
EVENING WEDNESDAY																	
			11.00 11.15											10.7*	20*	11.1 10.1	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	11,510	13.4	11,510	13.4	22	13.4		12,110	14.1	12,110	14.1	23	14.1	
ABC ABC NEWSBRIEF-WED	1	9.58- 9.59PM	9.45	13,310	15.5	13,310	15.5	24	15.5								
	2	9.54- 9.55PM	9.45								17,010	19.8	17,010	19.8	30	19.8	
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	10,480	12.2	10,480	12.2	19	12.2								
	2	9.53- 9.54PM	9.45								15,630	18.2	15,630	18.2	27	18.2	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	9,880	11.5	9,880	11.5	21	11.5								
	2	8.57- 8.58PM	8.45								6,700	7.8	6,700	7.8	14	7.8	
ABC ABC NEWSBRIEF-FRI	1	9.28- 9.29PM	9.15	5,930	6.9	5,930	6.9	12	6.9								
	2	9.58- 9.57PM	9.45								7,560	8.8	7,560	8.8	15	8.8	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.27- 8.28PM	8.15								5,150	6.0	5,150	6.0	13	6.0	
ABC ABC NEWSBRIEF-SAT.	2	8.58- 8.59PM	8.45								3,950	4.6	3,950	4.6	9	4.6	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	6,010	7.0	6,010	7.0	13	7.0								
ABC ABC NEWSBRIEF-SAT.	1	10.06-10.07PM	10.00	9,790	11.4	9,790	11.4	20	11.4								
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	8,160	9.5	8,160	9.5	18	9.5		6,440	7.5	6,440	7.5	15	7.5	

DAY NETWORK/PROGRAM	WK ■	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SATURDAY-CONT'D																			
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	6,100	7.1	6,100	7.1	13	7.1			6,870	8.0	6,870	8.0	15	8.0		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,910	12.7	10,910	12.7	24	12.7			9,530	11.1	9,530	11.1	22	11.1		
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45									10,910	12.7	10,910	12.7	24	12.7		
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	8.32- 8.33PM	8.30									11,680	13.6	11,680	13.6	24	13.6		
	1	8.57- 8.59PM	8.45	12,800	14.9	11,680	13.6	21	13.6										
ABC ABC NEWSBRIEF-SUN.	1	9.54- 9.55PM	9.45	15,460	18.0	15,460	18.0	26	18.0										
	2	9.52- 9.53PM	9.45									17,010	19.8	17,010	19.8	31	19.8		
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	15,030	17.5	15,030	17.5	28	17.5			11,770	13.7	11,770	13.7	23	13.7		
CBS NEWSBREAK-SUN.	2	9.58- 9.59PM	9.45									12,890	15.0	12,890	15.0	23	15.0		
	1	10.01-10.02PM	10.00	11,770	13.7	11,770	13.7	20	13.7										
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	8,250	9.6	8,250	9.6	15	9.6			6,790	7.9	6,790	7.9	13	7.9		
NBC NBC NEWS DIGEST-2-SUN.	1	9.48- 9.49PM	9.45	11,770	13.7	11,770	13.7	20	13.7										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	8,330	9.7	6,790	7.9	21	8.5	M-F		7,470	8.7	6,100	7.1	20	7.9	MTWTF	
							7.9*	21*	7.3	M-F							6.4	MTWTF	
							7.5*	24*	6.6	TU&TH							5.9	M & W	
CONT'D																			
ABC ABC NEWS:NIGHTLINE TUE(B)	2	11.56-12.27AM	11.45 12.00 12.15									5,410	6.3	4,720	5.5	18	6.1	TUE.	
																	5.6	TUE.	
																	5.2	TUE.	
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45	1,630	1.9	1,290	1.5	7	1.8	M-F		1,460	1.7	1,200	1.4	7	1.6	M-F	
									1.6	M-TH							1.3	M-F	
									1.4	M-F							1.2	M-TH	
									.9	M-F							1.1	M-TH	
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	8,160	9.5	8,160	9.5	15	9.5	TU&TH		8,500	9.9	8,500	9.9	16	9.9	MTUTH	
CBS NEWSBREAK-M-F	1	9.58- 9.59PM	9.45	8,850	10.3	8,850	10.3	16	10.3	M-F									
	2	>	9.45 10.15									8,160	9.5	8,070	9.4	14	9.8	M-F	
																	8.3	TUE.	
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00	6,870	8.0	4,640	5.4	17	5.9	M-F		5,930	6.9	4,040	4.7	16	5.3	MTUWF	
							5.7*	16*	5.5	M-F					5.1*	14*	5.1	MTUWF	
									5.4	M-F							4.8	MTUWF	
							5.3*	19*	5.1	M-F					4.5*	16*	4.3	MTUWF	
							5.2*	23*	5.0	M-F							4.1	MTUWF	
															4.3*	19*	4.6	MTUWF	
															4.5*	25*	4.5	TUE.	
CBS NBA PLAYOFF GAME-THU(S)	2	11.30- 2.00AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30									8,850	10.3	3,690	4.3	20	6.4	THU.	
															5.7*	17*	5.1	THU.	
																	4.4	THU.	
															4.3*	17*	4.3	THU.	
																	4.0	THU.	
															3.9*	20*	3.8	THU.	
																	4.0	THU.	
															3.9*	25*	3.8	THU.	
																	3.9	THU.	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NBA PLAYOFF GAME-THU(S)-CONT'D																			
			1.45																
CBS ABC NEWS:NIGHTLINE WE-SUS(SUS)	1	12.00-12.11AM	12.00																
CBS CBS LATE NIGHT II		>	12.30	4,040	4.7	3,090	3.6	19	4.0	M-F	3,610	4.2	2,750	3.2	18	3.3	MTUWF		
			12.45				3.7*	18*	3.5	M-F				3.1*	14*	3.0	MWF		
			1.00						3.4	M-F						3.4	MTUWF		
			1.15				3.5*	20*	3.3	M-F						3.1	MTUWF		
			1.30													3.1	TUE.		
			1.45													3.0	TUE.		
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,290	1.5	1,120	1.3	12	1.4	M-THSU	1,200	1.4	1,120	1.3	14	1.3	M-THSU		
			2.15						1.2	M-THSU						1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	GRID	1,630	1.9	1,460	1.7	20		M-THSU	1,550	1.8	1,370	1.6	20		M-THSU		
			2.30						1.7	M-THSU						1.6	M-THSU		
			2.45						1.6	M-THSU						1.5	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,230	2.6	1,200	1.4	25	1.8	M-THSU	2,060	2.4	1,120	1.3	24	1.6	M-THSU		
			3.15				1.7*	24*	1.6	M-THSU				1.6*	24*	1.5	M-THSU		
			3.30						1.5	M-THSU						1.4	M-THSU		
			3.45				1.5*	25*	1.5	M-THSU				1.4*	24*	1.4	M-THSU		
			4.00						1.4	M-THSU						1.3	M-THSU		
			4.15																
			4.30					1.4* 25*	1.4	M-THSU					1.3* 25*	1.2	M-THSU		
			4.45						1.4	M-THSU						1.2	M-THSU		
			5.00				1.4*	27*	1.3	M-THSU					1.1* 22*	1.1	M-THSU		
			5.15						1.2	M-THSU						1.1	M-THSU		
			5.30				1.2*	24*	1.2	M-THSU					1.1* 23*	1.1	M-THSU		
			5.45						1.2	M-THSU						1.2	M-THSU		
							1.1*	22*	1.0	M-THSU					1.1* 23*	1.0	M-THSU		
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	9,960	11.6	9,960	11.6	19	11.6	M-F	10,050	11.7	10,050	11.7	20	11.7	M-F		
NBC NBC NEWS DIGEST-2-M-F		>	9.45	8,500	9.9	8,500	9.9	16	9.9	MWF	9,280	10.8	9,280	10.8	17	12.8	TU&TH		
			10.15													8.8	TUE.		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,530	11.1	6,180	7.2	21	8.2	M-F	9,790	11.4	6,010	7.0	23	8.8	M-F		
			11.45				7.8*	21*	7.4	M-F				8.4*	23*	7.7	M-F		
			12.00						7.1	M-F						7.1	M-F		
			12.15				6.7*	23*	6.2	M-F						5.9	M-F		
			12.30													4.8	TUE.		
			12.45													3.8	TUE.		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,120	4.8	3,350	3.9	18	4.1	M-TH	3,950	4.6	3,350	3.9	20	4.2	M-TH		
			12.45						3.8	M-TH						3.9	M-TH		
			1.00													3.5	TUE.		
			1.15													3.3	TUE.		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	4,980	5.8	2,750	3.2	15	4.5	FRI.	6,180	7.2	3,090	3.6	19	4.8	FRI.		
			12.45				3.9*	15*	3.3	FRI.				4.4*	18*	4.1	FRI.		
			1.00						3.1	FRI.						3.6	FRI.		
			1.15				2.9*	14*	2.7	FRI.				3.6*	19*	3.5	FRI.		
			1.30						2.8	FRI.						2.9	FRI.		
			1.45				2.7*	16*	2.7	FRI.				2.7*	17*	2.5	FRI.		
NBC DAVID LETTERMAN II CONT'D		1.00- 1.30AM	1.00	3,350	3.9	2,830	3.3	20	3.5	M-TH	3,350	3.9	2,750	3.2	21	3.5	M-TH		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN II-CONT'D				1.15 1.30 1.45					3.2	M-TH						3.0 3.2 2.7	M-TH TUE. TUE.		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A				6.15- 6.30AM	6.15	1,550	1.8	1,460	1.7	18	1.7	M-F	1,720	2.0	1,630	1.9	21	1.9	M-F
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM	6.45	2,490	2.9	2,320	2.7	19	2.7	M-F	2,580	3.0	2,410	2.8	20	2.8	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F				2.58- 2.59PM	2.45	6,790	7.9	6,790	7.9	29	7.9	M-F	6,700	7.8	6,700	7.8	28	7.8	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)				1 4.00- 5.00PM	4.00 4.15 4.30 4.45	7,040	8.2	4,380	5.1 4.9*	17 17*	5.1 4.7 5.2 5.5	WED. WED. WED. WED.							
CBS CBS EARLY MORNING NEWS				6.30- 7.00AM	6.30 6.45	1,720	2.0	1,290	1.5	15	1.3 1.6	M-F M-F	1,720	2.0	1,290	1.5	15	1.3 1.6	M-F M-F
CBS NEWSBREAK-11.57				11.57-11.59AM	11.45	5,500	6.4	5,330	6.2	28	6.2	M-F	5,580	6.5	5,330	6.2	28	6.2	M-F
CBS CBS SP. RPT:NUKE CRISIS I(SUS)				1 1.16- 1.27PM	1.15							WED.							
CBS CBS SP RPT:NUKE RUSSIA(SUS)				1 2.50- 2.57PM	2.45							TUE.							
CBS CBS SPL RPT:NUKE CRISIS(SUS)				1 2.50- 2.56PM	2.45							THU.							
CBS NEWSBREAK-3.44				>	3.30	4,720	5.5	4,720	5.5	19	5.5	M-F	4,980	5.8	4,980	5.8	19	5.8	M-F
CBS AMERICAN TREASURY				3.58- 3.59PM	3.45	4,040	4.7	4,040	4.7	16	4.7	MWF	4,720	5.5	4,720	5.5	18	5.5	MWF
CBS AMERICAN TREASURY SUS(SUS)				3.58- 3.59PM	3.45							THU.						THU.	
CBS AMERICAN TREASURY-SUS(SUS)				3.58- 3.59PM	3.45							TUE.						TUE.	
CBS CBS SP. RPT:NUKE CRISIS 2(SUS)				1 3.48- 3.53PM	3.45							WED.							
NBC NBC NEWS AT SUNRISE				6.30- 7.00AM	6.30 6.45	3,010	3.5	2,150	2.5	20	1.9 3.0	M-F M-F	2,920	3.4	1,980	2.3	18	1.7 2.9	M-F M-F
NBC NBC NEWS DIGEST-DAYTIME				2.57- 2.58PM	2.45	4,040	4.7	4,040	4.7	18	4.7	MWF	3,690	4.3	3,690	4.3	16	4.3	MWF
NBC MAIN STREET 8(S)				* 1 4.00- 5.00PM	4.00 4.15 4.30 4.45	5,840	6.8	3,090	3.6 3.4*	11 10*	3.6 3.2 3.9	TUE. TUE. TUE.							
									3.9*	11*	3.9	TUE.							
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM				8.25- 8.29AM	8.15	2,150	2.5	1,630	1.9	11	1.9		2,830	3.3	2,230	2.6	17	2.6	
ABC ABC FUN FIT-11:55AM				11.55-11.59AM	11.45	4,210	4.9	3,440	4.0	15	4.0		3,090	3.6	2,750	3.2	13	3.2	
ABC TOURN. OF CHAMPIONS-SAT.(S)				2 3.00- 5.06PM	-GRID 5.00								4,900	5.7	1,550	1.8 2.6*	6 9*	2.6	
CBS IN THE NEWS- 8.26AM-SUS(SUS)				8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)				8.56- 8.59AM	8.45														
CBS ASTRO MINUTE-11.26AM				11.26-11.29AM	11.15	5,150	6.0	4,720	5.5	21	5.5		4,120	4.8	3,610	4.2	17	4.2	
CBS IN THE NEWS-11.56AM				11.56-11.59AM	11.45	3,350	3.9	3,010	3.5	13	3.5		2,580	3.0	2,320	2.7	11	2.7	
CBS IN THE NEWS-12.56PM				12.56-12.59PM	12.45	2,490	2.9	2,150	2.5	10	2.5		2,580	3.0	2,410	2.8	11	2.8	
CBS NBA PLAYOFF GAME SAT				1 2.30- 5.19PM	-GRID 5.15	11,340	13.2	3,870	4.5 6.5*	14 17*	4.5 4.3								

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,210	4.9	4,040	4.7	27	4.7		2,580	3.0	2,490	2.9	19	2.9	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,070	5.9	4,900	5.7	29	5.7		3,780	4.4	3,610	4.2	20	4.2	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,610	7.7	6,440	7.5	28	7.5		5,580	6.5	5,330	6.2	25	6.2	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	3,780	4.4	3,520	4.1	16	4.1		4,900	5.7	4,810	5.6	22	5.6	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,780	4.4	3,610	4.2	16	4.2		3,690	4.3	3,520	4.1	16	4.1	
NBC NBC MAJOR LEAGUE PRE GAME		1.00- 1.17PM	-GRID 1.15	4,210	4.9	3,780	4.4	17			4,470	5.2	3,950	4.6	19		
NBC NBC MAJOR LEAGUE BASEBALL	1	1.17- 4.28PM	-GRID 4.15	12,540	14.6	4,640	5.4	19	4.5							4.4	
							6.0*	19*	6.0								
DAY SUNDAY																	
ABC TOURN. OF CHAMPIONS-SUN.(S)	2	1.00- 3.01PM	-GRID 3.00								4,120	4.8	1,550	1.8	6		1.7
CBS NBA PLAYOFF GAME-1	1	1.00- 3.36PM	-GRID	15,290	17.8	7,390	8.6	26									
	2	1.00- 3.41PM	-GRID 3.30				8.8*	24*	8.8		13,920	16.2	6,960	8.1	28	7.9	
														7.9*	26*	7.9	
CBS BYRON NELSON GOLF-SUN(S)	2	3.41- 6.11PM	-GRID 6.00								10,740	12.5	4,120	4.8	15	6.8	
														6.8*	20*	6.8	

Bulletin

May 23, 1986

THE PRESIDENT'S MAY 6 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, May 6, 1986, at 9:00-9:26PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>PERCENT</u>	<u>MILLIONS</u>
Total Audience		
Households	41.8	35.9
Average Audience		
Households	37.7	32.4
Total Persons*	23.3	52.3
Total Women	30.4	27.3
18-49	24.9	14.1
Total Men	23.4	18.9
18-49	17.7	9.7
Total Teens	14.8	3.0
Total Children*	9.3	3.1

*Excluding children under 2 years of age.

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